

FOSTERING ART AND CULTURE PROJECT
REQUEST FOR PRESENTATION PROPOSAL (RFP)

Creative Economy Summit III: Fostering our Local Economy: Art and Business in Partnership
March 23 and 24, 2011, Downtown Greenfield, MA

- Workshop title: Intellectual Property - The Legal Side of Protecting your Creative Assets
- Workshop description and anticipated audience (businesses/artists/blend?):
A Blend of Businesses and Artists will find this discussion of intellectual property issues interesting and informative. Three seasoned legal professionals will discuss common issues confronting artists as creators and businesses as consumers and/or sellers of art - be it visual, musical or perform.
- List at least 3 benefits to participants:
 - RAISE AWARENESS OF COMMON LEGAL ISSUES CONFRONTING ARTISTS
 - PROVIDE EXAMPLES OF WAYS TO PROTECT ARTISTIC CREATIONS
 - PROVIDE EXAMPLES OF WAYS TO MARKET & COMMERCIALIZE CREATIONS
- List technology and supplies utilized in presentation: (for appropriate venue selection)
 MAY NEED PROJECTOR AND SCREEN FOR POWER POINT.
 MAY NEED INTERNET ACCESS
- Select your preferred length of presentation: (please circle) 45 minutes 75 minutes 90 minutes
- Select your preferred day to present (please identify 1st, 2nd and 3rd choices)

| Friday | Preferences |
|-------------|-------------|
| 11:00-12:30 | 2 |
| 2:00-3:15 | 1 |
| 3:30-4:45 | 3 |
| Saturday | X |
| 11:00-12:30 | |
| 2:00-3:15 | |
| | |

7. Do you have a minimum/maximum number of participants for your workshop? Yes No

7a. If yes, what is the number of participants? Maximum# _____ Minimum# _____

8. List the names of presenters and area of focus for each:

LEAH KUNKEL, ESQ. - ENTERTAINMENT LAW, ESP MUSIC & FILM
PAUL RAPP, ESQ. - ENTERTAINMENT LAW, ESP VISUAL & MUSIC
PETER IRVINE, ESQ. - INTELLECTUAL PROPERTY LAW GENERALLY

9. Describe previous workshop presenter, teacher or trainer experience: (experience is not mandatory for selection)

KUNKEL - ADJUNCT PROF @ WESTERN NEW ENGLAND LAW SCHOOL
RAPP - ADJUNCT PROF @ ALBANY LAW SCHOOL
IRVINE - PRESENTER IN PREVIOUS INFO SESSIONS

10. Contact Information

Name: ERIC GOUVIN

Mailing address: LAW & BUSINESS CENTER
WESTERN NEW ENGLAND UNIV.
1215 Wilbraham Rd
Springfield MA 01119

Telephone:

(413) 796-2030

Email:

eric.gouvin@law.wne.edu

Website:

www.law.wne.edu/faculty/gouvin

11. Please include bio and or resume with proposal.

SEE PRESENTERS' WEBSITES:

KUNKEL - SEE ATTACHED

RAPP - www.paulrapp.com

IRVINE - www.peterirvine.com

Questions?

Becky George, Creative Economy Summit Coordinator

Email to becky@franklincc.org

Phone 413-441-6164

Leah Kunkel is a Northampton attorney and former songwriter and background vocalist. Her voice can be heard on numerous recordings, including those of Arlo Guthrie, Livingston Taylor, Jackson Browne, Carly Simon and Art Garfunkel. Having resided in Northampton for a quarter century, Leah has served the community in many capacities. During her tenure on the Center for the Arts Board of Directors, the center paid off its debt, increased First Night attendance and launched the "Eat Your Art Out" fundraiser. She is an adjunct law professor at Western new England University School of Law where she teaches entertainment law. A member of the advisory board for the Institute of the Musical Arts, Leah teaches voice at the institute's Rock and Roll-Camp for Girls. Her inside knowledge of the performing arts is an asset to the board.