LS Presents
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Tech

Topic & description	Duration
Music Rights	(60 or 90 mins)
In this webinar, we will introduce the various overlapping intellectual property rights in music, from the lyrics to the composition through to recordings, performances and broadcasts. The rights in and around musical works and performances rights can be complex, but we will give you a clear understanding, as well as useful tips and advice along the way particularly for those looking to use music in advertising and online.	
IP rights and online content for start-ups	(60 or 90 mins)
In this webinar, we will introduce the various overlapping intellectual property rights for technology companies, with a particular focus on what anyone involved with using or exploiting audio and audio-visual content . We will provide a broad overview of copyright, trademarks and passing off, then provide a deeper dive into various overlapping intellectual property rights in music, from the lyrics to the composition through to recordings, performances and broadcasts online and the further issues involved in livestreaming content online.	
Contracts: Implementing Tech Solutions	(60 or 90 mins)
Businesses who adapt what they sell and adapt how they market, sell and deliver their products and services, will be better positioned to survive and grow. Implementing new tech solutions will always be key to that strategy and has never been more important. Even in any 'normal' economic environment, implementing a digital transformation can be a complex and daunting task, especially for less nimble businesses, those with legacy systems or lots of SKUs, and especially due to the ever-growing need to build into platforms the ability to provide a seamless, content-rich, experiential journey for customers. These projects are usually made riskier by the pressure to roll out the shiny new platform both on budget and within a very short timeframe. In this webinar, we will discuss the key watch-outs and provide top tips for implementing tech solutions, with a focus on what your contract should cover (whether a Saas or on-premise solution). This webinar can be tailored to consider software development considerations and we are happy to explore that with you.	