

Page: Achievement Award
Category Innovative Programming Effort
Chapter Central Florida
Chapter Size Small (fewer than 300 members)
Entry Title Are Your Trademarks Clear? Tic, Tac, X or O? "Hollywood Squares" Virtual CLE
Entry Description <p>Our event sponsor, Josh Brown of Greenberg Traurig Orlando, had the brilliant idea to turn a trademark CLE into a game show. We engaged nine ACC CFL Board Members and a Sponsor-speaker to act as the panel. All member participants were split into two teams, and CLE-related questions were posed. Prior to answering each question, the teams were separated into separate breakout rooms, where they conferred and then provided their answers. As with the classic game show, the teams were then able to "win" or "steal" the square following their answers. This was extremely successful as far as attendance, participation and innovation. The members received a Sponsor-underwritten Hollywood themed cocktail kit, complete with feather boas and GT swag delivered to their home prior to the event.</p>
When was the program initiated? 7/15/2021
What was the project objective? To turn the traditional CLE into an interactive game show using a familiar zoom environment.
How was the objective achieved? Extensive collaboration between ACC Board members, sponsor presenter, and tech teams from ACC National and the sponsoring firm worked to build the framework to execute this interactive game show CLE.
What was the project budget? Project budget was \$1,800, underwritten by event sponsor, Greenberg Traurig
What obstacles were faced while doing this project/program? It was a massive undertaking to have ten+ collective speakers, all participating in a live remote game show style presentation. We were able to utilize the ACC National Zoom room and GT's technology team to build a structure that would approximate both a live panel playong board and two remote teams of contestants.
In 300 words or less, please state how this project was innovative. Are Your Trademarks Clear? Tic, Tac, X or O? Virtual CLE & Happy Hour Sponsored by Greenberg Traurig. July 15, 2021 After a short lecture on trademark clearance and the factors courts consider in determining trademark infringement, actual case holdings from trademark infringement cases were presented through a game of "Hollywood Squares" with ACC-CFL Board Members and GT Attorneys as the players in the squares. 55 session attendees were split into two virtual teams, and would confer in breakout rooms to determine if they agree with the player's answer and why. The panelists in their lit "squares" zoom backgrounds became the live X and O game board. The session ended with a short discussion of practical considerations including application of the attorney-client privilege and work-product doctrine to trademark clearance searches, opinions, and notes. Followed by a virtual happy hour with Hollywood themed swag, trivia prizes and with delivered cocktail kits for the first 40 registrants. Trademark clearance and trademark infringement cases. Practical considerations for in-house counsel. CLE: 2 General
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