



Virtual Law Partners LLP is pleased to announce this upcoming live web seminar:

**Sweepstakes and Contests:  
An Overview of Legal Considerations**

**Wednesday December 15, 2010  
10 am – 11 am (PT) / 1 pm – 2 pm (ET)**

Sweepstakes and contests can increase awareness and excitement about your brands, products, and websites. Whether your company is large or small, it can conduct successful promotions online, in stores, by mobile messaging, and through other channels. But, such promotions are subject to many federal and state laws and regulations. Join VLP Partner Char Pagar to learn about legal issues and best practices for structuring effective and compliant promotions. Char, who provides strategic promotions advice to some of the largest companies in the US, is a frequent speaker on promotions and advertising law issues.

The presentation will cover the following topics, with a question and answer session at the end of the presentation:

- Structuring promotions to comply with lottery laws
- Drafting official rules
- Administering promotions
- Addressing privacy concerns

This is a *free* event. We hope you will join us. Please register by email to [gliu@virtuallawpartners.com](mailto:gliu@virtuallawpartners.com) by December 8, 2010. You will receive confirmation along with directions to participate in the webinar.

Virtual Law Partners LLP is an approved sponsor provider for continuing legal education in California. Virtual Law Partners LLP certifies that this activity has been approved for MCLE credit by the State Bar of California. This activity will qualify for 1 hour of MCLE credit. The activity will not qualify for any credit in the areas of legal ethics, elimination of bias or substance abuse.

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