

Paralegal Leaders Gather in NYC for a Unique Learning Experience

Paralegals must not only know what it takes to be successful today, but also understand what market changes are anticipated that will impact their work tomorrow. In order to contribute to this knowledge, nearly 150 paralegals attended the Paralegal Leadership Institute (PLI) held in New York City earlier this month cosponsored by CSC® and Estrin LegalEd. This fast-paced training conference has earned rave reviews from paralegals across the country because it provides a fun and challenging training environment unlike any other educational program in the market.

This year's PLI featured two tracks for paralegals – one focused on law firm paralegals and another on in-house paralegal. The general sessions gathered both groups together for a unique and integrated learning experience. A myriad of topics were covered, including: How progressive law firms are partnering with in-house legal departments; Tips and tricks of advanced trial prep in order to handle and managing thousands – even millions of documents without a hitch; Opportunities, responsibilities and roles for paralegals in regard to The New Federal Rules of Civil Procedure in E-Discovery; Bridging the Gap among paralegals, attorneys and information technology directors; and The paralegal's role in closing transactions and mergers & acquisitions. Two of this year's workshops were led by experts from CSC:

How to Avoid the 10 Most Costly UCC Filing Errors

A perfected security interest is a powerful tool for reducing risk in commercial transactions. Yet, even the smallest error in the UCC search and filing process can leave the secured party no better off than a general unsecured creditor. This can mean the difference between recovering an entire debt, or just pennies on the dollar. Every paralegal must know the essentials about Revised Article 9 Secured Transactions, including how to identify and avoid the most costly errors.

To learn more about various UCC services offered by CSC, visit <http://www.incspot.com/public/c11-01.html>.

Helping Your Clients to Protect Their Brands Online

In the Internet age, a common concern for all businesses will be how to protect their brands online from disparagement and criminal abuse across the digital economy. As cybercrime becomes ever more sophisticated, how will an organization shepherd their brand(s) against an unprecedented and amorphous threat? Companies will pay a great price for not providing adequate brand protection on the Internet where brands, reputations, and consumer trust can disintegrate as fast as information flies across the global network. For legal professionals,

and others charged with managing an organization's online reputation, the sheer vastness of the Internet poses an unprecedented challenge. Whether we speak of cybercriminal activity, or consumers posting disparaging information about products and brands on social networking sites, managing the digital representation of today's organizations is a challenge that must be met with specialized technological expertise.

A comprehensive approach to confronting threats to brands in a digital economy must include Internet Age trademark clearance and advanced monitoring services that support the entire life cycle of an organization's brand. From creation to growth, maturity and optimization, practitioners must leverage intellectual property expertise as well as the necessary technological innovation required to assist today's leading organizations in protecting their brands for tomorrow, and beyond.

To learn more about brand protection services, visit:
<http://www.nameprotect.com/solutions.html>