Kilpatrick Townsend's Joe Beck and Allie Roach Present at the "Avenue of the Arts: Connecting Creativity, Economics and the Law Symposium 2012"

Inspired by Winston-Salem's reputation as the "City of the Arts & Innovation," this year's "Avenue of the Arts: Connecting Creativity, Economics and the Law Symposium 2012," held on March 23rd at Wake Forest Law School, focused on the intersection of intellectual property law practice and the arts, with special attention on the employment of artistic ventures as engines for economic development in local communities. In the field of the arts, intellectual property law provides artists and entrepreneurs with the tools to protect their original works, while the business-end of the industry deals with the monetization of such ventures. From "Pretty Woman" and "The Wind Done Gone" to search engines, the application of the copyright fair use analysis–and in particular the first factor of the analysis–has changed significantly over the last two decades. **Joe Beck** and **Allie Roach's** presentation discussed the evolution of fair use and the transformative use doctrine and their application in the age of digital content. Also in attendance from Kilpatrick Townsend were **Dan Taylor, Bill Brewster, Bill Bryner, George Little, Harris Henderson, Dan Taylor** and **Susan Clark**. The symposium was presented by the Wake Forest Law School "Journal of Business and Intellectual Property Law.

Left to right Tiffany Johnson, Editor of Journal of Business & Intellectual Property Law, ***Joe Beck****, Kilpatrick Townsend Partner, and Greer Benge, Symposium Editor of Journal of Business & Intellectual Property.*

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*Kilpatrick Townsend's **Joe Beck** and **Allie Roach** recently spoke at the Wake Forest Law School's "Avenue of the Arts: Connecting Creativity, Economics and the Law Symposium 2012".*

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