

## Digital Creativity: Culture Reimagined

Benjamin N Cardozo School of Law (New York, NY)  
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Randy Friedberg, Partner in the Intellectual Property Group, speaks at World IP Day in New York City, an annual event hosted by Cardozo School of Law in conjunction with WIPO, USPTO, and AIPPLA. The panel, "Digital Creativity: Culture Reimagined," addresses how current copyright law affects and is affected by the creation, distribution, and enjoyment of various cultural works in digital media including film, TV, music, books, and fashion.

This new world of cross-cultural collaboration at the fingertips of innovators has been a boon to the digital consumer who can read, watch and listen to the works of countless creators across the world in ever-increasing formats and accessibility. Reimagining culture in this evolving digital landscape is not without challenges. The challenge of a flexible, adaptive copyright law system is to help ensure that the artists and creative industries in our digital universe are incentivized to continue creating. The continual digitization of society has also resulted in the creation of a completely new area of law—cyberlaw—which courts and legislative bodies are forming by drawing upon other established areas of laws, including copyright.

Randy will discuss *Authors Guild v. Google, Inc.*, a Second Circuit case that was decided in October, 2015. Court documents are available [here](#).

### PRACTICE AREAS

Intellectual Property

