

Douglas Wood Invited Speaker at ADASIA 2005 in Singapore

*Chairman of the Global Advertising Lawyers Alliance to Offer
Global Legal Advertising Issues, Trends and Forecasts*

Douglas Wood, Chairman of the Global Advertising Lawyers Alliance (GALA), will be speaking at the prestigious ADASIA 2005 in Singapore on November 21st. He will be offering global legal advertising issues, trends and forecasts to the hundreds of delegates expected to attend the conference.

Mr. Wood's presentation will cover legal issues in advertising that confront global companies doing business in Asia. He will provide key legal insights on what advertising professionals (both agency and in-house) should be aware of when proceeding with an advertising campaign.

He will also provide an overview of intellectual property rights, copyright, trademark and patent issues for multinational companies conducting marketing campaigns in Asia.

In addition, Mr. Wood will cite noteworthy case studies and show some controversial campaigns that have been prohibited by certain countries in Asia, underscoring the importance for global companies to understand each country's culture, traditions and local advertising laws when launching their advertising campaigns.