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**Pannone Lopes Devereaux & West Partner Brian J. Lamoureux to address international business association on social media and the law in San Diego, CA**

*The Conference Board's two-day symposium will be hosted by Qualcomm*

Providence, RI (February 13, 2012) - Pannone Lopes Devereaux & West LLC (PLDW) Partner Brian J. Lamoureux, who is widely recognized as a thought leader on the emerging legal issues of social media use in the workplace, will be a featured speaker before Fortune 100 company marketing, media and technology executives during The Conference Board's Council on Corporate Communications Strategy II event in San Diego, CA. Attorney Lamoureux will discuss the evolution of the law over the last decade as it relates to the exploding use of social media by corporations. His presentation is scheduled for February 23, 2012 at 11 a.m. at Qualcomm's Corporate Headquarters in San Diego.

"The use of social media is an important and effective tool in corporate communications," said Attorney Lamoureux. "However, as with any communication strategy, the framework for using this medium needs to be articulated and deployed with a view of the benefits versus the risks to the organization and strategies to mitigate those risks. I am pleased to share how the law impacts decision-making with this astute group of corporate executives."

The Conference Board is a global, independent business membership and research association working in the public interest. Its goal is to provide the world's leading organizations with practical knowledge to improve their performance and better serve society.

Mr. Lamoureux's presentation will provide attendees with a comprehensive understanding of the most common and consequential legal pitfalls that can result from the improper use of social media in businesses of all sizes, including copyright and defamation issues, disclosure of trade secrets and confidential information about the company's activities or business, as well as intellectual property and other privacy infringements. He will also share information with conference-goers as to the best practices to incorporate into their human resources and marketing planning strategies in order to protect their organizations from legal action.

Mr. Lamoureux is an accomplished business litigator in the areas of labor and employment law, social media law, creditors' rights, surety law, construction law, telecommunications zoning, structured settlement transfers, and student loan bankruptcy matters. He is a sought-after speaker and a published author and commentator on the use and abuse of social media in the workplace. His workshops are informative on the most recent case law around this subject matter and provide practical tips for employers and other professionals. Mr. Lamoureux was recently named to the Providence Business News Class of 2011 *40 Under Forty*, having distinguished himself in the practice of law and as a community leader.

To learn more about the topic of 'social media in the workplace' and to view a video featuring Mr. Lamoureux or read his essays, please visit [www.pldw.com](http://www.pldw.com) or log onto the firm's YouTube Channel at [PLDW-YouTube](http://PLDW-YouTube). To reach Mr. Lamoureux, please call 401-824-5100 or email [bjl@pldw.com](mailto:bjl@pldw.com). For further information about PLDW, please contact David Sweet, PLDW Director of Administration, at 401-824-5100 or visit [www.pldw.com](http://www.pldw.com).

### **About Pannone Lopes Devereaux & West LLC**

The attorneys and staff at Pannone Lopes Devereaux & West LLC (PLDW) are committed to developing practical and cost-effective solutions while also being supportive of the community in a meaningful way. With offices in Rhode Island, Connecticut, Massachusetts, New York and Florida, PLDW has developed a business model that combines international expertise with a more cost-effective delivery system that involves cross training of lawyers and a more practical approach to problem solving. The primary areas of practice for the firm include administrative, corporate and municipal law, civil litigation, government relations, real estate and commercial lending and estate planning and special masterships. The partners demand of themselves and those on the PLDW team, an unparalleled sense of urgency and responsiveness, which is derived from an authentic appreciation for their clients and the community in which they serve. For more information, visit [www.pldw.com](http://www.pldw.com).