



How to Become Your Own Cybersleuth: Conducting Effective Internet Investigative & Background Research

Featuring Carole Levitt, Esq., and Mark Rosch, *Internet for Lawyers*, Rio Rancho, New Mexico

Thursday, November 16, 2017

Location:
The Cincinnati Bar Center
225 East Sixth Street, 5th Floor
Downtown Cincinnati

Learn How You Can Save
Hours of Valuable Research
Time Using FREE or Low-Cost
Tools on the Net!

PROGRAM ONE:

Mastering Google for Investigative Research

9 a.m. - 12:15 p.m.

3.0 CLE Hours, including 1.0 Professional Conduct

PROGRAM TWO:

Investigative & Background Research Strategies

1:15 - 4:30 p.m.

3.0 CLE Hours, including 1.0 Professional Conduct



The Cybersleuth's Guide to the Internet

November 16, 2017

Mastering Google for Investigative Research

9 a.m. - 12:15 p.m.

3.0 CLE Hours, including 1.0 Professional Conduct

Learn how the Internet has changed the way you need to research and run your practice in order to competently represent your clients — and to avoid malpractice issues! Workshop leaders Carole Levitt and Mark Rosch will make sure you are not left behind by introducing you to numerous research strategies to assist you in meeting your investigative and background research obligations.

Mastering Google:

- Do lawyers have a duty to Google?
- Create more effective searches
- Key into Google's "advanced search" menu to create sophisticated searches
- Keep on top of your research using free alerts
- Learn to Google for background/investigative information

Beyond Google

- Learn about other search engines
- Uncover ways to find deleted web pages and get them admitted into evidence

Past Attendee Reviews

"A wealth of information—really shows how much is available for little or no money."



"Without exaggeration, this is by far the most useful seminar/CLE I have attended. I will make every attorney in my firm attend the next time this is presented."



"An absolute 'must' course. Clear, easy presentation to the tools everyone has access to today (clients, opponents), but few know how to use."

Investigative and Background Research Strategies

1:15 - 4:30 p.m.

3.0 CLE Hours, including 1.0 Professional Conduct

A lawyer's research involves much more than just finding cases and statutes. Whether you're a transactional lawyer looking for information on a company, a consumer attorney tracking down an image of a defective product, a matrimonial attorney searching for a spouse's social networking profile, or a litigator looking for a missing witness, the Internet can be an indispensable source of information. Instead of turning to experts, consultants, skip tracers, and private investigators, learn how to be your own Cybersleuth.

Learn How to Search Like a Private Investigator

- Learn key differences between public records, "publicly available" information, and proprietary information
- Glean personal information from search engines, blogs, and dockets
- Discover inexpensive data broker databases to create dossiers about your subjects
- Develop more effective Internet investigative search strategies
- Mine the web for missing people
- Dig up death records, birthdays, Social Security numbers, and driver's license and/or vehicle records
- Unearth bankruptcies

Find Out How to Access Expensive Databases...for Free...to Find:

- Factual and background information
- Full-text newspaper and magazine articles
- Press releases

Discover How to Access Public Records & "Publicly Available" Information:

- Online telephone/address directories
- Sex offender registries
- Expert witness directories
- S.E.C. filings

Learn Why Social Network Sites are Becoming the Latest & Greatest Investigative Tool

- Find out how to dig up "dirt" about the opposition
- Uncover information to attack a witness' credibility
- Seek out the smoking gun
- Obtain useful background information about potential and current clients, jurors, judges, and the opposing counsel
- Learn about overcoming social media discovery issues
- Explore whether you can subpoena social media sites to obtain users' profiles
- Discover how to preserve the information you find
- Find out how to authenticate social media profiles and get them admitted into evidence

Why You Should Attend

Don't be left behind in exploiting this gold mine of information that will assist you in meeting your investigative research and due diligence obligations, in addition to meeting your ethical duty to be conversant with the benefits and risks of technology. Come join Carole Levitt and Mark Rosch, internationally recognized Internet trainers, who will show you how to be a Cybersleuth to unearth information for FREE (or at low cost!) on the Net.

About Our Featured Speakers



Carole Levitt is an author of seven ABA books and a nationally recognized speaker on Internet legal and investigative research. Carole has over thirty years of experience in the legal field as a law librarian, legal research and writing professor, attorney, and Internet trainer. She served on the ABA's Law Practice Division's Executive Council and now serves on its Publishing Board. As

President of Internet for Lawyers (IFL), Carole conducts customized Internet training programs for legal professionals throughout the U.S. Carole received her J.D. from the John Marshall Law School. She also earned a Masters in Library Science from the University of Illinois.



Mark Rosch, Vice-President of IFL, is an author of six ABA books and nationally recognized speaker on the subjects of using the Internet for investigative research, as well as the efficient use of new technology in the legal profession. Mark served on the ABA's Law Practice Division's TECHSHOW Planning Board for three years and now serves on its Legal Technology Resource

Center Advisory Board. He is the developer and manager of IFL's website and its online CLE department (CLEseminars.com) and also serves as the editor of IFL's newsletter, *The Internet Legal Research Update*. Mark is a graduate of Tulane University.

For more information on Carole, Mark, and Internet for Lawyers, please visit www.netforlawyers.com.

Attendees will receive a copy of Carole Levitt and Mark Rosch's, *The Cybersleuth's Guide to the Internet* (14th edition, Sept. 2017), a \$65 value.

Registration

4 easy ways to register



Online: www.cincybar.org (with credit card #)



Mail to: Cincinnati Bar Association / CLE Dept.
225 E. 6th St., 2nd Fl., Cincinnati, OH 45202
Checks payable to Cincinnati Bar Association



Fax: (513) 381-0528 (with credit card #)



Phone: (513) 699-4028 (with credit card #)

Advance registration is advised. Walk-in registrations will be limited to available seating space.

Attorney Registration Fees

Member/Full-day \$280
Member/Half-day \$150
Non-Member/Full-day \$370
Non-Member/Half-day \$195

Register for both programs and save \$20 total.

CBA Law Student Member: Half-day \$25/ Full-day \$50

Non-Attorney Legal Professional: 50% off applicable attorney registration fee (based on CBA membership status of non-attorney); please check "Other Legal Professional" box below.

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Attorney Law Student Other Legal Professional

Full Day Half-Day (AM) Half-Day (PM)

Name(s) _____

Company _____

Address _____

City _____ State ____ Zip _____

Phone _____

E-mail _____

Enclosed is my check in the amount of \$ made payable to the Cincinnati Bar Association.

Please charge my credit card the amount of \$

Visa MasterCard Discover Am. Express

Card Number _____

Expiration Date _____

Cardholder Signature _____

Cancellations received by noon the business day prior to the seminar will be refunded less a \$25 processing fee. Individuals who cancel after this time will receive course materials in lieu of a refund.

If you have any special needs addressed by the Americans with Disabilities Act, please let us know at least one week prior to the seminar.

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