



*AI is rewriting the  
digital afterlife – are  
you keeping up?*



# IP, AI and Personality Rights Issues in Estate Planning

*with Daniel Nelson  
& Emma Chapple*

**Thursday, November 20, 2025**

**Live webinar with chat  
includes 60 day replay\***

9:00 am – 10:30 am (Pacific)  
10:00 am – 11:30 am (Mountain)  
11:00 am – 12:30 pm (Central)  
12:00 pm – 1:30 pm (Eastern)  
1:00 pm – 2:30 pm (Atlantic)  
1:30 pm – 3:00 pm (Newfoundland)

*\*This program features real-time video of the presenter with synchronized presentation slides, and a chat feature that allows for live Q & A. SK attendees please verify whether you align with Central (MB) or Mountain (AB) time based on season and location.*

## WHO SHOULD ATTEND

This program is designed with estate and trust lawyers in mind, but it will also be highly relevant to any lawyer who encounters issues involving intellectual property, digital assets, or the posthumous use of creative or personal content.

## ABOUT THE PROGRAM

As the legal landscape evolves, so does the definition of a client's legacy. In a world where intellectual property, performance rights, and digital personas can generate value - and controversy - long after death, modern estate lawyers must be equipped to address a new class of assets. This seminar with experienced estates lawyer Dan Nelson and entertainment lawyer Emma Chapple offers a timely look at the intersection of estate law, intellectual property, and emerging technologies like artificial intelligence. Designed primarily for estate and trust lawyers, it is also highly relevant for any practitioner whose clients include influencers, artists, entrepreneurs, or everyday individuals with online identities – all of which raise complex questions about ownership, control, and use after death. Dan and Emma will share practical guidance on:

- IP and personality rights after death
- Drafting strategies for IP and personality rights in wills and trusts
- Best practices for protecting and transferring creative assets
- Legal parameters around AI-generated recreations of voice, image, and performance
- Risks and ethical considerations

Issues relating to IP and personality rights are no longer limited to celebrities or high-profile estates. Join us and gain the tools and insight you need to develop legally sound, forward-thinking strategies to help your clients protect and plan for their full legacy.

## SCHEDULE (Eastern)

**12:00 pm - 1:30 pm**

**Welcome and Introduction**

**Identifying and Valuing IP, Personality, and Digital Assets**

**Drafting Strategies for Creative, Public, and Digital Legacies**

**AI, Likeness, and the Digital Afterlife**

**Administering IP and Personality Rights in Estates**

**Legal Risks, Ethical Dilemmas, and What's Next**

**Program Wrap-up and Evaluation**

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## MEET YOUR PRESENTERS



**Dan Nelson** is the Managing Partner at Massey LLP in Toronto. An experienced estates lawyer, Dan is an expert at guiding clients through the process of preparing wills, powers of attorney, and trusts. He also offers practical business advice to entrepreneurs,

particularly in the field of design. Dan is a frequent lecturer and writer, with appearances on *CBC*, *Global News*, and *CTV*, and expert quotes in the *Washington Post*, *Toronto Star* and *Canadian Business*. An experienced adjudicator and mediator, he is a former part-time member of the Ontario Land Tribunal, where he specialized in the Ontario Heritage Act. Dan is a past recipient of the OBA's Widdifield Award for his work on digital legacy. He holds two degrees from Trent University and an LLB from the University of Windsor.

**Emma Chapple** is an associate with Massey LLP in Toronto. Emma practice focuses on the intersection of litigation, commerce and entertainment. Her expertise includes talent negotiations, reputational counsel, licencing and rights management and litigating



complex commercial disputes. Emma holds a JD from The Schulich School of Law at Dalhousie University. She attended Southwestern Law School in Los Angeles, CA in the fall 2018 semester, where she studied media and entertainment law. In her free time, Emma serves on the advocacy committee of the Women's Law Association of Ontario and is an enthusiastic TIFF attendee. Emma's cultural commentary has also been featured in *Vulture* and *The Wall Street Journal*.



**ON:** This program contains 1.5 Substantive hours. **BC:** This program has been approved for 1.5 CPD hours.

**SK:** This program qualifies for 1.5 CPD hours under the Law Society of SK CPD Policy.

Lawyers in other mandatory CPD jurisdictions may count their attendance towards their CPD requirement/plan.

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### ✓ Yes, I want to attend IP, AI and Personality Rights Issues in Estate Planning Thursday, November 20, 2025 • Live webinar with chat and 60 day replay\*

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\* Materials will be distributed electronically in advance. Live webinars feature real-time video of the presenter with synchronized presentation slides, and a chat feature that allows for live questions and verbal responses by the presenter. The recording of the webinar is available for 60 days.

#### REGISTRATION FEE:

☐ On or before November 7, 2025: \$150.00 + \$19.50 (13%) HST\* = \$169.50 - Save \$25.00!

☐ After November 7, 2025: \$175.00 + \$22.75 (13%) HST\* = \$197.75

\*With ON HST. Please adjust tax for attendee's province as follows: 5% in AB, BC, MB, NWT, NU, SK, YK. 13% in ON. 14% in NS. 15% in NB, PEI & NL.

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