We are interested in maximizing the number of pairwise unrelated embeddings of a poset $P$ in the family of all subsets of $[n]$. For instance, Sperner showed that when $P$ is one element, $\binom{n}{\lfloor n / 2\rfloor}$ is the maximum number of embeddings of $P$. Griggs, Stahl, and Trotter have shown that when $P$ is a chain on $k$ elements, $\frac{1}{2^{k-1}}\binom{n}{\lfloor n / 2\rfloor}$ is asymptotically the maximum number of copies of $P$. We prove that for any $P$ the maximum number of unrelated copies of $P$ is asymptotic to a constant times $\binom{n}{\lfloor n / 2\rfloor}$. Moreover, the constant has the form $1 / c(P)$, where $c(P)$ is an integer related to representing $P$ by subsets. (Received August 08, 2013)

