



THE STATE BAR OF CALIFORNIA
INTELLECTUAL PROPERTY SECTION

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IP in Entertainment & Media

SEPTEMBER 10, 2015
Hyatt Regency Century Plaza
2025 Avenue of the Stars
Los Angeles, CA 90067

 #CAIPSECTION

Register Online:
www.ipsection.calbar.ca.gov

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PROGRAM

REGISTRATION AND CONTINENTAL BREAKFAST

8:00 AM – 8:45 AM

OPENING REMARKS AND WELCOME

8:45 AM – 9:00 AM

Elizabeth J. Rest, Program Planning Chair, Partner, *Crown, LLP*

THREE FIGHTS I GOT INTO OVER AND OVER IN 2015 #BrandingintheDigitalAge

9:00 AM – 10:15 AM

This panel will discuss three of the most plaguing issues that brand owners and brand users face in today's entertainment industry:

- "What exactly am I getting?" Issues with identifying what you need when you walk in the door, and who you can get it from.
- "But, that's not how we used to do it." A discussion of the tension between the old and new ways of marketing and risk analysis.
- "To enforce, or not to enforce?" Selective enforcement strategies, such as when dealing with user-generated content, fans, the internet, and social media.

Speakers:

Christopher Miller, Head of Litigation & Technology Law, *DreamWorks Animation SKG, Inc.*

Patrick T. Perkins, Vice President, Senior Intellectual Property Counsel, *Warner Bros. Entertainment Inc.*

Alexandra Sepulveda, Deputy General Counsel, *Kabam, Inc.*

NETWORKING BREAK

10:15 AM – 10:30 AM

MID-YEAR REVIEW: THE YEAR IN ENTERTAINMENT LITIGATION SO FAR

10:30 AM – 11:45 AM

This program will cover the cases, issues, and trends shaping entertainment and media litigation in 2015. Our speakers will discuss recent copyright, trademark, publicity, and defamation decisions, and offer insight from their daily experience on the current and potential impact of these cases on the entertainment industry in the future.

Speakers:

Barry I. Slotnick, Partner and Chair of Entertainment and IP Litigation Practice Group, *Loeb & Loeb LLP*

Aaron J. Moss, Partner and Chair of Litigation Department, *Greenberg Glusker*

NETWORKING LUNCH

11:45 AM – 1:00 PM

A SCHEDULE

RIGHT OF PUBLICITY AND SOCIAL MEDIA: A CHALLENGING COMBINATION

1:00 PM – 2:15 PM

Right of publicity is a complex area of the law that can be challenging to apply. Applying right of publicity principles in the context of social media has exponentially increased both the complexity and the challenges. This panel will discuss recent cases on point, practices that have developed to address the challenges, and potential strategies for addressing them.

Moderator:

Cydney A. Tune, Senior Counsel, *Pillsbury*

Speakers:

Elena Magula, VP, Business & Legal Affairs, *FremantleMedia North America, Inc.*

Meagan Given, Corporate Counsel, *The Clorox Company*

TRENDS IN MERCHANDISING OF ENTERTAINMENT PROPERTIES

2:15 PM – 3:30 PM

From *Betty Boop*, to *Ghostbusters*, to *Minions*, this program will discuss trends in consumer products and merchandising of entertainment properties. The panelists will discuss issues such as shifting demographics and the convergence of entertainment and technology, and address the crucial question of how owners of entertainment content can create and encourage consumer engagement by traditional and new means.

Speakers:

Mark Fleischer, CEO, *Fleischer Studios*

Gregory G. Economos, Senior Vice President, Global Consumer Products, *Sony Pictures*

Laura Lee, VP, Business Affairs, *Universal Pictures Group Partnerships and Licensing*

NETWORKING BREAK

3:30 PM – 3:45 PM

MUSIC LICENSING UPDATE

3:45 PM – 5:00 PM

This panel will discuss the world of digital music licensing and how it has changed practically all aspects of the music licensing business for both traditional and new media. Specific areas of discussion will be the negotiation, deal structure, and royalties for music use on television and radio, in feature films, advertising, video games, apps, streaming, and subscription services. The role of private negotiation, litigation, government agencies and Copyright Boards in the process will also be analyzed. This panel will provide concrete advice and information to any practitioner, whether they are involved in a company that uses music or an entity or individual that owns musical copyrights, or anyone that just wants to know how music is licensed in today's world.

Speakers:

Eric Greenspan, Senior Partner & Music Department Chairman, *Myman Greenspan Fineman Fox Rosenberg & Light, LLP*

Todd Brabec, Esq., Author "*Music, Money and Success*", Former ASCAP Executive Vice President

Jeff Brabec, Vice President, Business Affairs, *BMG Chrysalis US*

REGISTRATION INFORMATION

Deadlines: Pre-register by September 3, 2015.

Registration by Mail: Your registration must be received no later than Thursday, September 3, 2015. Please send your completed registration form and check made payable to The State Bar of California:

Program Registrations
The State Bar of California
180 Howard Street
San Francisco, CA 94105-1639

Cancellations/Refunds: Cancellations and request for refunds must be received in writing no later than Thursday, September 3, 2015, and are subject to a \$25 cancellation fee. Substitute registrations are allowed, but must register in their own name.

MCLE Credit: The Intellectual Property Law Section of The State Bar of California is a State Bar approved **MCLE provider**. This activity has been approved for 6.25 hours.

Onsite Registration: On-site registration opens at 8:00 am and is subject to space availability.

Questions: For registration information call (415) 538-2508. Telephone registrations are not accepted. For program content and/or Section information call (415) 538-2375.

Special Assistance: For special assistance, please call (415) 538-2375.

Between Jobs? Contact Theresa Raglen at theresa.raglen@calbar.ca.gov for special pricing. A reduced registration fee is available for persons with financial hardships. Call (415) 538-2375.

CYLA Members: (All CA Members that have been in practice 5 years or less OR are 36 years or younger) Now offering 25% off registration. Please call (415) 538-2375 for more information.

PROGRAM PLANNING COMMITTEE

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IP in Entertainment & Media

September 10, 2015 • Los Angeles, CA

REGISTRATION FORM

Note: One registrant per form. Photocopies may be used.

Bar Number: _____

Name: _____

Firm: _____

Firm Address: _____

City, State: _____ Zip Code: _____

Phone Number: _____

Email Address: _____

(Required for email confirmation)

Program package includes 6.25 hours of MCLE and legal specialization credits, program materials, continental breakfast, and lunch.

Check here if you do not want your information released.

PRE-REGISTRATION FEES (check the appropriate circle)

- \$395 Members of the Intellectual Property Law Section
- \$490 Non-Section Members (includes enrollment in the Intellectual Property Section for 2015)
- \$490 All registrations after Thursday, September 3, 2015
- \$270 Law Clerks/paralegals/non-attorneys
- \$100 Students (non-attorney)
- \$296 CYLA—California Young Lawyers Association

AMOUNT ENCLOSED OR TO BE CHARGED

\$ _____

REGISTRATION INFORMATION

Deadline: In order to pre-register, your form and check, payable to The State Bar of California, or credit card information, must be received by Thursday, September 3, 2015.

Register Online: www.ipsection.calbar.ca.gov

Mail To: Program Registrations, The State Bar of California,
180 Howard Street, San Francisco, CA 94105.

Fax To: Program Registration at 415-538-2368. In order to fax your registration, credit card information is MANDATORY.
(Photocopies of checks will NOT be accepted.)

CREDIT CARD INFORMATION (VISA/MASTERCARD ONLY)

I authorize The State Bar of California to charge my program registration to my VISA/MasterCard account. (No other credit card will be accepted.)

Account Number: _____

(VISA or MasterCard only)

Expiration Date: _____

Cardholder's Name: _____

Cardholder's Signature: _____

The State Bar of California and the Intellectual Property Section are approved State Bar of California MCLE providers.

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