

USC UNIVERSITY PARK CAMPUS  
LOS ANGELES, CALIFORNIA

SATURDAY  
OCTOBER 17, 2015

**USC Gould**  
School of Law

**Beverly Hills  
Bar  
Association**  
*Lead. Advocate. Serve.*

USC GOULD SCHOOL OF LAW - BEVERLY HILLS BAR ASSOCIATION

# 2015 INSTITUTE ON **ENTERTAINMENT LAW AND BUSINESS**

**KEYNOTE SPEAKER: NORMAN LEAR**

## **The New Deal in Town:**

Knowing When to Hold and When to Fold



FEE INCLUDES CONTINUING EDUCATION CREDIT FOR  
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Join over 700 of the Industry's prime movers for an unrivaled networking and learning opportunity.

## get the inside scoop

Whether you are a lawyer, executive, agent, producer or accountant, you will get the inside scoop you need to navigate the Industry successfully.

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For almost 60 years, the Institute on Entertainment Law and Business has been one of the top conferences in the nation for entertainment professionals. Join the Industry's most powerful players for an in-depth examination of the hottest entertainment law issues, latest deals and up-to-the-minute business perspectives.

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# quick program guide

## SATURDAY, OCTOBER 17, 2015

7:30 AM

### Registration and Continental Breakfast

*USC Bovard Auditorium*

8:50 AM

### Welcome and Introductions

9:00 AM

### The Industry: Trends, Fads and Transformation (Part V)

9:45 AM

### China: Far and Here

11:00 AM

### Networking Break

Sponsored by SESAC, Inc.



11:15 AM

### From Webisodes to *House of Cards*: Negotiating for Talent in the Made-for-Internet World

12:15 PM

### What is TV? From Three Networks to an Ever-Expanding Universe

1:00 PM

### Morning Program Adjournment

1:05 PM

### Luncheon and Keynote Presentation

#### Interview with Norman Lear

*USC Ronald Tutor Campus Center Ballroom*

2:30 PM

### Afternoon Panels – First Session

*USC Gould School of Law*

#### Avoiding Liability: 101 Ways to Not Get Sued

#### Entertainment Litigation Lines: Drawn, Crossed, and Blurred

#### Legal Ethics and Cybersecurity

#### Take it Down or Get it Up: Protecting Your Clients on Social Media

#### The Search for Revenue Stability in the Evolving Music Market

3:30 PM

### Networking Dessert Break

Sponsored by Aerlex Law Group



3:45 PM

### Afternoon Panels – Second Session

*USC Gould School of Law*

#### Avoiding Liability: 101 Ways to Not Get Sued

#### Entertainment Litigation Lines: Drawn, Crossed, and Blurred

#### Legal Ethics and Cybersecurity

#### Take it Down or Get it Up: Protecting Your Clients on Social Media

#### The Search for Revenue Stability in the Evolving Music Market

4:45 PM

### Adjournment



# 2015 INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS

## AM Program

**8:50 AM**

### **Welcome and Introductions**

*USC Bovard Auditorium*

**Bruce M. Ramer**

Institute Chair

Gang, Tyre, Ramer & Brown, Inc.

**Mark E. Halloran**

Institute Co-Chair

**Mary S. Ledding**

Institute Co-Chair

**Leeanna Izuel**

Institute Executive Director

Assistant Dean, Continuing Legal Education  
USC Gould School of Law

**Marc R. Staenberg**

Chief Executive Officer

Beverly Hills Bar Association & Foundation

**9:00 AM**

### **The Industry: Trends, Fads and Transformation (Part V)**

Continuing the discussion which began with the 2011 Institute, Jeffrey Cole provides highlights from his ongoing study of how the Internet and computers impact content and society. Using data from the study, he provides eye-opening facts on consumers' use of media, including the scope of user-generated and professionally-produced content and its effect on traditional media content.

#### **SPEAKER**

**Jeffrey Cole, Ph.D.**

Director

Center for the Digital Future  
Research Professor

USC Annenberg School for  
Communication and Journalism

**9:45 AM**

### **China: Far and Here**

In-the-know speakers explore certain general realities of doing business in China – from cultural differences to various nuances in business and legal practices – to better prepare U.S. dealmakers and lawyers in navigating this far away booming economy. The panelists also address the influx of Chinese money into Hollywood – how to find it, how to know you really have it, how to keep it coming, and the associated risks and rewards.

#### **SPEAKERS**

**Lindsay Conner**

Manatt, Phelps & Phillips, LLP

**Chris Fenton**

President

DMG Entertainment Motion Picture Group  
General Manager  
DMG North America

**Noah Fogelson**

Executive Vice President,  
Corporate Development  
General Counsel  
STX Entertainment

**Jonah Greenberg**

Managing Director, China  
Creative Artists Agency

#### **MODERATOR**

**Joseph M. Barbeau**

Gibson, Dunn & Crutcher LLP

**11:00 AM**  
**Networking Break**

Sponsored by SESAC, Inc.



**11:15 AM**  
**From Webisodes to *House of Cards*:**

Negotiating for Talent in the  
Made-for-Internet World

Talent representatives are facing the most radical shift in decades as their clients are not only creating content for themselves (like *Funny or Die*) but also for established multi-billion dollar Internet companies (like Amazon, YouTube, and Hulu) who are plunging into Internet distribution of network-competitive original content with top tier talent. This panel explores the business models for both self-created and licensed content and how these new models impact talent compensation and creative controls. How are the Guilds keeping up with these changes and what effect are the new models having on traditional network/cable/pay TV models? How can agents and lawyers translate client box-office success into stronger deals? These experts highlight defining aspects of these “new-player” models.

**SPEAKERS**

**Mike Farah**

President of Production  
Funny or Die

**Philip Matthys**

Head of Business Affairs, Original Series  
Hulu

**Jonathan D. Moonves**

Del Shaw Moonves Tanaka  
Finkelstein & Lezcano

**Sandra Stern**

President  
Lionsgate TV

**Amy Weiss**

Executive Vice President,  
Business Affairs/Manager  
Brillstein Entertainment Partners

**MODERATOR**

**C.J. Vranca**

Vice President, Business & Legal Affairs  
Bunim/Murray Productions

**12:15 PM**  
**What is TV? From Three Networks to an  
Ever-Expanding Universe**

Traditional ad-supported free television has been diminishing for decades, being replaced by an expanding *a la carte* content menu viewable over the Internet on mobile and in-home devices. This seismic shift shows no signs of slowing and is spreading throughout the world, with traditional “tech” companies becoming important content providers, sometimes on their own or other times merging with telecoms. This noted expert explores the effects of “unbundling” in the cable and Internet businesses worldwide, highlights some recent strategic mergers, “mega deals,” and partnerships, and identifies emerging business models which affect consumer choice, pricing, and corporate profits.

**SPEAKER**

**Seth Shapiro**

Adjunct Professor  
USC School of Cinematic Arts  
Governor  
The Television Academy

**1:00 PM**  
**Morning Program Adjournment**

**continued>>>**

# luncheon keynote speaker

## NORMAN LEAR

CREATOR, PRODUCER, WRITER  
AND PHILANTHROPIST



**NORMAN LEAR** has enjoyed a long career in television and film, and as a political and social activist and philanthropist.

Mr. Lear began his television writing career in 1950, writing for such shows as *The Ford Star Revue*, *The Colgate Comedy Hour*, *The Martha Raye Show*, *The Tennessee Ernie Ford Show*, and *The George Gobel Show*.

In 1958, Mr. Lear teamed with director Bud Yorkin to form Tandem Productions. Together they produced several feature films, with Mr. Lear taking on roles as executive producer, writer, and director. He was nominated for an Academy Award in 1967 for his script for *Divorce American Style*. In 1970, CBS signed with Tandem to produce *All in the Family*, which ran for nine seasons and earned four Emmy Awards for Best Comedy Series and the Peabody Award. *All in the Family* was followed by a succession of other hit television shows including *Maude*, *Sanford and Son*, *Good Times*, *The Jeffersons*, *One Day at a Time*, and *Mary Hartman, Mary Hartman*.

In 1982, Tandem Productions and Mr. Lear's other company, T.A.T. Communications, were folded into Embassy Communications, which was sold in 1985. Mr. Lear then created Act III Communications, a multimedia holding company with interests in television, motion pictures, and licensing, of which he is the Chairman.

Mr. Lear formed People For the American Way, a non-profit organization designed to speak out for Bill of Rights guarantees and to monitor violations of Constitutional freedoms. Mr. Lear has also founded other nonprofit organizations such as the Business Enterprise Trust, the Norman Lear Center at the USC Annenberg School for Communication and Journalism, and the Environmental Media Association. He launched Declare Yourself, a nonpartisan youth voter initiative that registered well over four million new young voters in the 2004, 2006, and 2008 elections.

In 1999, President Clinton bestowed the National Medal of Arts on Mr. Lear, noting that "Norman Lear has held up a mirror to American society and changed the way we look at it." He also has the distinction of being among the first seven television pioneers inducted in 1984 into the Television Academy Hall of Fame.

Mr. Lear's memoir, *Even This I Get To Experience*, was published in October 2014 by The Penguin Press.

1:05 PM

### Luncheon and Keynote Presentation Interview with Norman Lear

USC Ronald Tutor Campus Center Ballroom

Join Industry legend Norman Lear for a 30 minute conversation with Bruce Ramer on his experiences past and present, and thoughts on the state of the Industry. This is a can't miss interview!

**Norman Lear**  
**Bruce M. Ramer**  
Gang, Tyre, Ramer &  
Brown, Inc.

# 2015 INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS

## PM Program

**2:30 PM**

### **Afternoon Panels – First Session**

*USC Gould School of Law*

#### **Avoiding Liability:**

101 Ways to Not Get Sued

Treacherous terrain, high stakes challenges, and stolen shots bring excitement and vitality as well as increased risk to independent films, reality TV, and digital series. This panel provides an in-depth look at commonly overlooked risks and the insurance that covers them. Learn how established players assess the risk, cover the risk, and manage the inevitable bumps and hiccups on the road to production and distribution.

#### **Entertainment Litigation Lines:**

Drawn, Crossed, and Blurred

What has been going on in those court (and jury) rooms? Join our panel of litigation experts as they read between the lines of recent cases involving copyright infringement, fair use, pre-'72 recordings, streaming rights and royalties, right of publicity, and film financing, and find out what you and your clients need to know.

#### **Legal Ethics and Cybersecurity**

Attorneys have ethical obligations arising out of the increased use of technology in the practice of law and what the ethical rules require to combat evolving technology threats to law firms and in-house legal departments (either directly or indirectly through their parent companies). The panel focuses on the anatomy of data breaches, how lawyers can proactively manage the risks, and how to plan for and respond to a data breach if and when proactive efforts are thwarted.

 1 HOUR OF MCLE LEGAL ETHICS CREDIT AVAILABLE

The following sessions will run concurrently and repeat at 3:45 PM.

#### **SPEAKERS**

##### **Jeff Egan**

Vice President, Feature Production Safety  
Warner Bros. Studio Facilities

##### **Brian M. Kingman**

Managing Director, Gallagher Entertainment  
Arthur J. Gallagher & Co.

##### **Marlo Lyons**

Vice President  
Viacom Media Networks

#### **MODERATOR**

##### **Deborah A. Henderson**

General Counsel  
Zodiak USA

#### **SPEAKERS**

##### **Laura W. Brill**

Kendall Brill & Kelly LLP

##### **Russell J. Frackman**

Mitchell Silberberg & Knupp LLP

##### **Edwin F. McPherson**

McPherson Rane LLP

#### **MODERATOR**

##### **Vincent H. Chieffo**

Greenberg Traurig, LLP

#### **SPEAKERS**

##### **Richard T. Egger**

Best Best & Krieger LLP

##### **Tanya L. Forsheit**

BakerHostetler

##### **Scott B. Garner**

Morgan, Lewis & Bockius LLP

##### **Tracy L. Wilkison**

Assistant United States Attorney  
Chief, Cyber and IP Crimes Section  
United States Attorney's Office (C.D. Cal.)

#### **MODERATOR**

##### **Wendy Wen Yun Chang**

Hinshaw & Culbertson LLP

#### **INTRODUCER**

##### **Judith A. Gilbert**

Former Vice President  
State Bar of California



## **Take it Down or Get it Up: Protecting Your Clients on Social Media**

Social media provides great publicity opportunities for clients who want to reach out directly to their fans and to consumers.

Unfortunately, social media is also a boon for unauthorized uses of clients' names, likenesses, and intellectual property. This panel covers practical advice on how to remove the content your clients want to remove and how to promote the content they want to promote. Topics include how to help your clients take down unwanted content (tips, tricks, and practical fixes to remove infringing or damaging items), an outline of their legal rights and remedies, and how to assist your clients in maximizing social media to meet their business needs.

## **The Search for Revenue Stability in the Evolving Music Market**

With consumer fragmentation and many demand variables, what are music's key revenue streams, which are the most sustainable now, and which are the most susceptible to probable growth? In today's economy, what revenue ranges are associated with hit and mainstream catalogue product?

How will broadcasters and other public performance licensees, music publishers and songwriters be affected by possible consent decree modifications, and emerging entrants in PRO services, and how will the music industry as a whole be impacted by free market mechanical rates? These front line panelists share the answers to these questions and more.

**3:30 PM**  
**Networking Dessert Break**

### **SPEAKERS**

**Bianca J. Levin**

Gang, Tyre, Ramer & Brown, Inc.

**Martin D. Singer**

Lavelly & Singer P.C.

### **MODERATOR**

**Howard B. Bragman**

Chairman

Fifteen Minutes Public Relations

### **SPEAKERS**

**Cedar Boschan**

Founder

Boschan Corp.

**Todd Brabec**

Author, *Music Money and Success*

Former Executive Vice President, ASCAP

**Kent C. Liu**

Vice President, Business Affairs

Rhino Entertainment,

a Warner Music Group Company

### **MODERATOR**

**Tess Taylor**

President

National Association of

Record Industry Professionals

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## **syllabus**

Your registration fee includes a practical and up-to-date analysis of Institute topics prepared by our speakers and Syllabus Committee transmitted via an **electronic download** prior to the Institute. A limited quantity of **print volumes** will be **available for purchase** at a discounted price when you register for the Institute, as set forth on the inside back cover of this brochure. The Syllabus will also be available for purchase online after the Institute at <http://law.usc.edu/cle/entertainment> for \$60 (electronic download format) or \$150 (print format) subject to availability. For more information, email [cle@law.usc.edu](mailto:cle@law.usc.edu) or call our office at **(213) 821-3580**.



**3:45 PM**

### **Afternoon Panels – Second Session**

The concurrent sessions held at  
2:30 PM repeat at 3:45 PM.  
Attend a second session of your choice!

#### **Avoiding Liability:**

101 Ways to Not Get Sued

#### **Entertainment Litigation Lines:**

Drawn, Crossed, and Blurred

#### **Legal Ethics and Cybersecurity**

**e** 1.0 HOUR OF MCLE LEGAL ETHICS CREDIT AVAILABLE

**Take it Down or Get it Up:** Protecting  
Your Clients on Social Media

**The Search for Revenue Stability  
in the Evolving Music Market**

**4:45 PM adjournment<<<**

## **continuing education credits**

**ATTORNEYS.** Minimum Continuing Legal Education (MCLE): USC Gould School of Law, a State Bar of California-approved MCLE provider, certifies that this activity qualifies for minimum continuing legal education credit in the amount of 6.25 hours, of which 1 hour may apply to legal ethics credit. This event may or may not meet the requirements for continuing legal education in other states. Please check with the bar association or Supreme Court in the state in which you are seeking credit to determine if this event is eligible.

**e** indicates the number of hours of MCLE legal ethics credit available for a particular session.

**ACCOUNTANTS.** Continuing Professional Education (CPE): This program meets the guidelines set by the California State Board of Accountancy in the amount of 5.5 hours.



Become a Beverly Hills Bar Association member and join colleagues in the largest Entertainment Law Section in the country. BHBA Entertainment and IP, Internet & New Media MCLE programs are held monthly. All Entertainment and IP, Internet & New Media programs are also available online. Go to **[www.bhba.org](http://www.bhba.org)**

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The Media, Entertainment & Technology Law Program at the USC Gould School of Law offers students a unique educational experience that addresses the complex mix of legal and business issues in content and technology markets. Our innovative curriculum prepares students for practice through courses in intellectual property and business law taught by our research faculty, skills and simulation workshops taught by senior transactional and litigation attorneys, practice experience through our Intellectual Property and Technology Law Clinic, and internship opportunities at leading media and technology firms. Students who wish to specialize in entertainment law have the opportunity to earn a Certificate in Entertainment Law, including courses at the USC School of Cinematic Arts. Interested in learning more about our program, students and graduates? We encourage you to browse our website at <http://lawweb.usc.edu/why/academics/certificates/entertainment.cfm> or contact the Director, Professor Jonathan Barnett, at [jbarnett@law.usc.edu](mailto:jbarnett@law.usc.edu). USC Gould School of Law students can earn academic credit through the “entertainment practicum,” in which students acquire practical experience in the legal departments of media and entertainment firms. Interested in learning more about this opportunity? Contact Professor Scott Altman at [saltman@law.usc.edu](mailto:saltman@law.usc.edu).

# upcoming USC Gould School of Law programs

## TRUST AND ESTATE

Friday, November 20, 2015  
The Westin Bonaventure Hotel & Suites  
Los Angeles, California

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## CORPORATE COUNSEL

Wednesday, December 2, 2015  
California Club *(made available courtesy of Club member Edward Garlock)*  
Los Angeles, California

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## TAX

Monday – Wednesday, January 25-27, 2016  
Millennium Biltmore Hotel  
Los Angeles, California

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## INTELLECTUAL PROPERTY

Tuesday, February 9, 2016  
Fairmont Miramar Hotel & Bungalows  
Santa Monica, California

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## REAL ESTATE LAW AND BUSINESS

Thursday, March 10, 2016  
Jonathan Club  
Los Angeles, California

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*Email us at [clereg@law.usc.edu](mailto:clereg@law.usc.edu) to join our mailing list and receive the latest updates about our programs.*



## contact information

USC Gould School of Law  
Continuing Legal Education  
1149 South Hill Street, Suite 340  
Los Angeles, California 90015

**Telephone:** (213) 821-3580

**Facsimile:** (213) 821-3575

**Email:** [cle@law.usc.edu](mailto:cle@law.usc.edu)

**Website:** <http://law.usc.edu/cle>

Office hours are 9:00 a.m. to 5:00 p.m. Pacific time



## frequently asked questions

### REGISTRATION

The registration fees are outlined on the inside back cover of this brochure. Your fee includes all sessions, the luncheon with Norman Lear at the USC Ronald Tutor Campus Center Ballroom, all refreshment breaks, parking, and an electronic download of the Institute Syllabus.

**Early registration is encouraged as space is limited and the Institute typically sells out.**

### REFUNDS

All refund requests must be in writing and postmarked, emailed or faxed no later than **October 2, 2015** to:

USC Gould Continuing Legal Education

Entertainment Institute Refund

1149 South Hill Street, Suite 340, Los Angeles, CA 90015

Email: [clereg@law.usc.edu](mailto:clereg@law.usc.edu) Facsimile: **(213) 821-3575**

Refund requests will be processed following the Institute. A \$100 processing fee (\$25 for student registrations) will be deducted from all refunds.

### LOCATION, PARKING AND HOTEL ACCOMMODATIONS

The Institute will be held at the beautiful University of Southern California University Park Campus. Learn more about USC at <http://www.usc.edu>.

Your registration fee includes parking at the University Park Campus. Detailed parking instructions will be emailed to you upon registration.

For information regarding hotel accommodations, please visit the Frequently Asked Questions section of our website at <http://law.usc.edu/cle/entertainment> or contact Wendy Wiley Willett at **(213) 821-3579** with any questions.

### BADGE PICK UP

Badges will be held at Will Call, located in front of Bovard Auditorium from 7:30 a.m. until 12:45 p.m. and in the lobby of the USC Gould School of Law from 2:15 p.m. until 4:45 p.m. If you arrive just before the luncheon session, proceed directly to the USC Ronald Tutor Campus Center Ballroom, and then pick up your badge in the USC Gould School of Law after the luncheon and before the afternoon sessions begin.

### DRESS CODE

The dress for the Institute is business casual attire. Comfortable shoes are advised for walking around the University Park Campus.

### EXHIBITORS

USC Gould invites you to exhibit at the Institute. Visit our website at <http://law.usc.edu/cle/entertainment> for more information or call our office at **(213) 821-3580** with questions. Exhibitor space is limited, so reserve your space as soon as possible.

### SPECIAL REQUIREMENTS

Please contact the USC Gould Continuing Legal Education office at **(213) 821-3580** or [cle@law.usc.edu](mailto:cle@law.usc.edu) regarding any **special access needs**.

To request a **special luncheon meal**, check the appropriate box in the registration form on the inside back cover of this brochure. The Institute will not be able to accommodate any special meal requests at the luncheon without advance notification prior to the Institute.

# registration form

2015 INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS

Saturday, October 17, 2015 | USC University Park Campus

Registrant Name: \_\_\_\_\_

Occupation/Title: \_\_\_\_\_

Organization/Law School: \_\_\_\_\_

Address: \_\_\_\_\_

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