**Title:** Kodak Bankruptcy May Influence Where Oscars Are Held

**Subtitle:** The pending bankruptcy of Eastman Kodak Co. may have a significant impact on whether the Academy Awards will be held in the theater currently bearing its name.

**Meta Description:** Kodak Bankruptcy May Influence Where Oscars Are Held

**Date:** 1-3-2012

**Author:** Anthony R. Caruso

**Formatted Content:**

While it may seem strange for the Oscars to leave the venue that was built to host the awards show, it will likely come down to a business decision.

As part of its bankruptcy, Kodak is seeking to get out of its naming rights contract with the CIM Group, which owns the mall complex housing the theater. The deal, inked in 2000, is worth $75 million over 20 years, according to court documents.

Meanwhile, the Academy of Motion Picture Arts and Sciences is using Kodak’s financial troubles as leverage against CIM. Their current deal expires in 2013, and the Academy has stated that it will not exercise its option to renew at the Kodak Theatre.

From a legal perspective, the Kodak bankruptcy puts CIM in a tough position with the Academy. By threatening to walk, the Academy showed that it is acutely aware that the Oscars is arguably the biggest selling point in any future CIM naming rights deal.

The Academy also has other venue options in the downtown Los Angeles area. According to the Hollywood Reporter, sources close to the AEG Group have said they plan to bid aggressively for the Oscars to be held in the Nokia Theater in L.A. Live.

As it stands now, the Academy is squarely in the driver’s seat when it comes to future contract negotiations, highlighting that anticipating the market and acting proactively can often lead to an excellent bargaining position.

**Raw Content:** <!-- wp:heading -->
<h2>The pending bankruptcy of Eastman Kodak Co. may have a significant impact on whether the Academy Awards will be held in the theater currently bearing its name.</h2>
<!-- /wp:heading -->
<!-- wp:paragraph -->
<p>While it may seem strange for the Oscars to leave the venue that was built to host the awards show, it will likely<a href="https://wp.scarincihollenbeck.com/practices/corporate-transactions-business/"> come down to a business decision</a>.</p>
<!-- /wp:paragraph -->
<!-- wp:paragraph -->
<p>As part of its bankruptcy, Kodak is seeking to get out of its naming rights contract with the CIM Group, which owns the mall complex housing the theater. The deal, inked in 2000, is worth $75 million over 20 years, according to court documents.</p>
<!-- /wp:paragraph -->
<!-- wp:paragraph -->
<p>Meanwhile, the Academy of Motion Picture Arts and Sciences is using Kodak’s financial troubles as leverage against CIM. Their current deal expires in 2013, and the Academy has stated that it will not exercise its option to renew at the Kodak Theatre.</p>
<!-- /wp:paragraph -->
<!-- wp:paragraph -->
<p>From a legal perspective, the Kodak bankruptcy puts CIM in a tough position with the Academy. By threatening to walk, the Academy showed that it is acutely aware that the Oscars is arguably the biggest selling point in any future CIM naming rights deal.</p>
<!-- /wp:paragraph -->
<!-- wp:paragraph -->
<p>The Academy also has other venue options in the downtown Los Angeles area. According to the <a href="http://www.hollywoodreporter.com/news/kodak-asks-court-remove-name-286415">Hollywood Reporter</a>, sources close to the AEG Group have said they plan to bid aggressively for the Oscars to be held in the Nokia Theater in L.A. Live.</p>
<!-- /wp:paragraph -->
<!-- wp:paragraph -->
<p>As it stands now, the Academy is squarely in the driver’s seat when it comes to future contract negotiations, highlighting that anticipating the market and acting proactively can often lead to an excellent bargaining position.</p>
<!-- /wp:paragraph -->