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A Comprehensive Two-Day Conference on

Gamer Technology Law

Content and access issues, Intellectual Property issues, financing, and major new convergences

March 16 & 17, 2006

Beverly Hills, California

The Beverly Hilton

Credits: CA MCLE 13.25 inc 1.0 ethics (Call about others)

Quick when/where: 8:30 a.m., 9876 Wilshire Blvd.

Gamer Technology Law Conference
March 16 & 17, 2006 | Beverly Hills, California
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Thursday, March 16, 2006

Gamer Technology Law Conference

8:00 Registration & Continental Breakfast

8:30 Introduction & Overview

Seth J. Steinberg, Esq., *Program Co-Chair*
Director of Business Affairs and General Counsel
LucasArts ~ San Francisco, CA

Russell G. Weiss, Esq., *Program Co-Chair*
Morrison & Foerster LLP ~ Los Angeles, CA

8:45 The Latest & Greatest in the World of Mobile Gaming

Where is the industry now, and where is it going? Who is making money, and how? What are the new platforms and business models that will help drive the future of the industry?

Christopher Dion, Esq.
Vice President for Business & Legal Affairs
THQ Wireless Inc. ~ Agoura Hills, CA

Steven Hoffman, North American Studio Head
Infospace Games ~ San Mateo, CA

9:45 New Products

An up-to-date look at the latest games and hardware

Don L. Daglow, President and CEO
Stormfront Studios ~ San Rafael, CA

10:30 Break

10:45 The Future of Gaming

Licensing complexities grow as game content matures: Strategies for keeping on top of the trends in brand placement, celebrity contracts, royalty agreements, sports league licenses, union agreements, cell phone deals, and music licensing

Russell G. Weiss, Esq., *Program Co-Chair, Moderator*

Daniel Figueroa, Esq.
Director Legal & Business Affairs, Corporate Counsel
Sony Computer Entertainment America Inc. ~ San Diego, CA

David M. Given, Esq.
Phillips Erlewine & Given LLP ~ San Francisco, CA

12:00 Lunch (on your own)

1:15 Hollywood Movies & Games

In-house counsel and private-practice perspectives on Hollywood contracts: combining music with movies and games; negotiating with celebrities; issues of artistic license; developing games from movies and movies from games

William Sloan Coats, Esq.
White & Case LLP ~ Palo Alto, CA

Patrick O'Brien, Esq., Vice President of Business Affairs
Electronic Arts Inc. ~ Redwood City, CA

2:15 The State of Gaming Content Regulation: An Overview of National & State Laws and Their Legal Challenges

A litigator's perspective on the court decisions and the implications for regulation of game content

Katherine A. Fallow, Esq.
Jenner & Block LLP ~ Washington, DC

3:15 Break

3:30 Advergaming and In-Game Advertising

The attractiveness and effectiveness of gaming in advertising and advertising in gaming: Success stories like Jeep & RadioShack; players like Double Fusion; contracting tips for establishing in-game product placement as an income stream

Daniel O'Connell Offner, Esq.
Offner & Anderson PC ~ Los Angeles, CA

4:15 The Nuts & Bolts of Third-Party Agreements

Critical issues for the developer; IP ownership terms; representations and warranties; Easter eggs; other key issues

Chris Bennett, Esq.
Davis & Company LLP ~ Vancouver, BC Canada

Patrick Sweeney, Esq.
Haight, Brown & Bonesteel LLP ~ Los Angeles, CA

5:30 Reception for Faculty and Attendees Sponsored by Morrison & Foerster LLP



About the Conference

LAW SEMINARS INTERNATIONAL

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Our seminars provide an opportunity for lawyers to learn about their clients' businesses and for the clients to learn about the legal issues impacting their business.

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Creating a video game is often the easiest part of a successful production. Navigating the legal and business maze required to get a game to market demands specialized knowledge for industry executives, producers and the attorneys who represent them. From software development to using personalities or music in games and managing the mysteries of ESRB game ratings, negotiating a contract that survives the journey can save thousands of dollars as well as precious time. In some cases, developing, publishing, financing and protecting intellectual property effectively at the early stages can make or break a company. Surviving the business transactions in the gaming industry requires skill in game content, access, and understanding the complexities of licensing and intellectual property issues.

This conference features leading industry professionals and practitioners discussing First Amendment content and access issues; intellectual property issues; financing; and major new convergences between the video game industry and Hollywood, the wireless industry, the Internet and interactive devices.

~ Program Co-Chairs: **Seth Steinberg, Esq.** and **Russell Weiss, Esq.**

**8:00 Registration & Continental Breakfast****8:30 The Critical Issue of Funding**

Preparing for funding: Issues and economics of the traditional publishing deal, third party financing structures, and alternative funding models

Donald Karl, Esq.

Perkins Coie LLP ~ Santa Monica, CA

Finding the money: Mergers and acquisitions; small company financing; crafting and executing your successful roll-out strategy; implications of lost data, and early disclosure of the game

Nishen Radia, Managing Director

FocalPoint Partners LLC ~ Los Angeles, CA

9:45 Human Resources: The Other Big Regulatory Issue for Game Development Companies

Wage and hour and other employment issues facing the industry: How are companies adapting to the current business and legal environment? What issues are lurking in the wings?

Patrick Michael Madden, Esq.

Preston Gates & Ellis LLP ~ Seattle, WA

10:30 Break**10:45 The International Aspects of the World of Gaming**

Outsourcing game development: What do game development companies need to know about offshore outsourcing and technology transfers?

Mark Phillips, Esq.

Harbottle & Lewis LLP ~ London

Alan N. Sutin, Esq.

Greenberg Traurig ~ New York, NY

Protecting IP rights overseas and preventing importation of pirated goods

Carole E. Handler, Esq.

Foley & Lardner LLP ~ Los Angeles, CA

12:30 Lunch (on your own)**1:45 Virtual Property in the Real World**

Massively multiplayer online games: Virtual toys are taking on significance in the financial and other parts of the real world. What are the implications, liabilities and responsibilities for the developer? The business side of hosting MMOs

Annette L. Hurst, Esq.

Heller Ehrman LLP ~ San Francisco, CA

Rod Rigole, Esq., Vice President of Legal Affairs

Vivendi Universal Games, Inc. ~ San Francisco, CA

Ginsu (Gene) Yoon, Esq.

Vice President, International & General Counsel
Linden Lab ~ San Francisco, CA

3:15 Break**3:30 Ethics**

Representing the company without alienating your business contact or compromising the business relationship; negotiation tactics and ethical conduct; negotiation with the other side and unrepresented parties; protecting client confidences and secrets

Kraig Baker, Esq.

Davis Wright Tremaine LLP ~ Seattle, WA

4:30 Evaluations & Adjourn**Upcoming Related Seminars:**

Copyright Counseling and Litigation	Seattle, WA	Apr. 3
Complex Intellectual Property Licensing	Chicago, IL	Apr. 6-7
Blog Law & Blogging for Lawyers	San Francisco, CA	Apr. 20-21

See more at lawseminars.com

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You may substitute another person at any time. We will refund tuition, less a \$50 cancellation fee, if we

receive your cancellation by 5:00 p.m. on Friday, March 10, 2006. After that time, we will credit your tuition toward attendance at another program or the purchase of a Homestudy. There is a \$25 cancellation fee for Course Materials orders and \$50 for Homestudy orders.

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Law Seminars International is a State Bar of California approved MCLE provider. This program qualifies for 13.25 California MCLE credits including 1.0 ethics credit. Upon request, we will apply for CLE credits in other states and other types of credits.

Seminar Location: The conference will be held at The Beverly Hilton at 9876 Wilshire Blvd in Beverly Hills, CA 90210. Call the hotel directly at (310) 274-7777 for reservations.

If You Cannot Attend: Our complete Homestudy Course, consisting of a VHS or DVD recording and the written course materials, is available for \$1005. The written course materials alone are available for \$100. We will ship your Homestudy order via UPS ground within two weeks after the seminar or the date we receive payment (whichever is later).

Faculty: Gamer Technology Law Conference

Seth J. Steinberg, *Program Co-Chair*, is Director of Business Affairs & General Counsel of LucasArts and is a member of its senior management group. He advises the company on a full range of business, corporate and legal issues, and is responsible for all of LucasArts' business and legal affairs.

Russell G. Weiss, *Program Co-Chair*, heads the firm-wide Video Game practice at Morrison & Foerster LLP and is Co-Head of its Technology and Entertainment practice. He specializes in transactional matters and counseling in the fields of entertainment, technology, media and intellectual property with a particular focus on the convergence of entertainment and technology.

Kraig Baker is a partner at Davis Wright Tremaine LLP. His practice includes drafting and negotiating video game development contracts, publishing and consulting agreements, music recording contracts, talent agreements, live event contracts, television, film, theatre, and event production contracts.

Chris Bennett is a member of Davis & Company LLP's intellectual property, technology, video game and franchise law groups. He advises clients on creation and protection of IP rights, including development and licensing of video games and other technology.

William Sloan Coats, an Intellectual Property partner with White & Case LLP, focuses on cases involving software copyrights and patents, copyrights for movies and music, trademark and trade secret disputes, and bankruptcy issues. He represents leading business, computer, and entertainment hardware and software companies.

Don L. Daglow is President and CEO of Stormfront Studios, which develops award winning entertainment products for PS3, Xbox360 and other game consoles. Founded in 1988 by Mr. Daglow, Stormfront is best known for creating *The Lord of the Rings: The Two Towers*, *NASCAR Racing* and the original *Neverwinter Nights*.

Christopher Dion is Vice President for Business & Legal Affairs at THQ Wireless Inc.

Katherine A. Fallow is a partner with Jenner & Block LLP and is a member of the firm's Media and First Amendment, Entertainment and New Media, Appellate and Supreme Court, and Litigation and Dispute Resolution Practices. She has litigated a wide array of First Amendment and new media cases at both the trial and appellate levels.

Daniel Figueroa is Director of Legal & Business Affairs, Corporate Counsel for Sony. He is the game attorney for Sony's NBA franchise of games, and supports Sony's Online Technology Group, U.S. Technology, Network Platform Group, Business & Technology,

Research & Development, Tools & Technology, Export Regulation, and manages some outside patent litigation.

David M. Given is a partner specializing in entertainment and intellectual property law and commercial litigation at Phillips Erlewine & Given LLP. His clients are engaged in a wide-range of activities including music and merchandising, television, internet and other broadcast media, real estate, and software development.

Carole E. Handler is vice-chair of Foley & Lardner LLP's IP Litigation Practice Group and a member of the Entertainment & Media Industry Team and the Intellectual Property Department. Her primary fields of practice are copyright in new media and the interface of antitrust and intellectual property.

Steven Hoffman is North American Studio Head and oversees U.S. production of mobile games and entertainment applications for Infospace, Inc. Previously, he was Chairman and CEO of Spiderdance and authored *Game Design Workshop*.

Annette L. Hurst is a shareholder at Heller Ehrman LLP and a member of their Intellectual Property Litigation Practice Group. She focuses on intellectual property, particularly copyright, trademark and trade secret litigation, as well as disputes involving complex commercial transactions in the software and Internet industries.

Donald Karl is a partner in the Los Angeles office of Perkins Coie LLP and works principally with clients in the technology, entertainment and new media industries. His practice in the videogame industry emphasizes finance, mergers and acquisitions, strategic relationships and venture capital, and development/publishing arrangements.

Patrick Michael Madden is a partner with Preston Gates & Ellis LLP where he focuses on labor and employment law matters. He currently chairs the Association of Washington Business (AWB) Employment Law Committee, where he has helped draft, evaluate and comment upon employment-related legislation and regulations.

Patrick O'Brien is Vice President of Business Affairs at Electronic Arts Inc., where he is responsible for negotiating the business terms of film property and television licenses, creative contributor deals, actor and union deals, and music label and production deals. He previously headed up EA's Legal and Business Affairs Department in Europe.

Daniel O'Connell Offner is the founder and managing partner of Offner & Anderson PC, where he focuses on corporate and intellectual property law matters including mergers and acquisitions for the firm's public and private

clients, including THQ Wireless, Ubisoft, In-Fusio, Endless Mobile, and Double Fusion.

Mark Phillips is a Partner in the Corporate Practice of Harbottle & Lewis LLP and joint head of the eCommerce & Technology Group. He specializes in corporate, commercial and copyright work in the media, arts and technology industries with expertise in new media, video and computer games and interactive entertainment, print and on-line publishing.

Nishen Radia is a co-founder of FocalPoint Partners LLC where he advises middle-market and multinational corporations on merger and acquisition strategies and execution, debt and equity capital raising, and valuation/fairness opinions. Formerly with Merrill Lynch, he managed projects ranging from debt and equity issuance to domestic and cross-border mergers and acquisitions.

Rod Rigole is Vice President of Legal Affairs at Vivendi Universal Games, Inc. where he advises the company on a wide array of business, corporate, and legal matters, with a special focus on intellectual property issues. Previously, he was legal counsel for Reaction Products, an innovative product development and design company. He also holds a BS in mechanical engineering and is registered to practice before the United States Patent and Trademark Office.

Alan N. Sutin is a shareholder with Greenberg Traurig and is Chair of their National Technology, Media and Telecommunications Practice. He represents companies in intellectual property and technology issues, including IT and business process outsourcing arrangements, strategic alliance agreements, commercial joint ventures, and licensing matters.

Patrick Sweeney is a Partner at Haight, Brown & Bonesteel LLP, where he heads the firm's video game and multimedia practice, which focuses on the representation of game developers, publishers, licensors and other industry-specific clients. In addition, Mr. Sweeney has written various articles for game-related publications and is an Adjunct Professor at both Whittier Law School and Southwestern Law School, teaching Video Game Law, the first U.S. law school course solely dedicated to the legal issues of the video game industry.

Ginsu (Gene) Yoon is Vice President, International & General Counsel at Linden Lab, where he promotes its multiplayer on-line game Second Life to users in international markets. Previously he worked in the wireless technology industry; advised technology startups and venture capital firms; and planned leveraged buyouts and other complex corporate transactions.

March 16 & 17, 2006
Beverly Hills, California

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(310) 274-7777

Who Should Attend:

Intellectual property, entertainment law and transactional attorneys, business development executives, operating officers, in-house counsel and anyone involved with game software development, publishing, licensing and intellectual property issues.

This Seminar Addresses:

- The latest games and hardware
- Trends in complex licensing
- Gaming and Hollywood movies
- The latest trends in mobile gaming
- Gaming content regulation update
- Advergaming and in-game advertising
- The nuts and bolts of third-party agreements
- Preparing for funding
- Finding the money
- Employment issues facing the gaming industry
- International outsourcing of game development
- Protecting IP rights overseas
- Virtual property in the real world
- Legal ethics

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