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LOS ANGELES, CALIFORNIA

SATURDAY
OCTOBER 22, 2016

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School of Law

Beverly Hills Bar Association
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USC GOULD SCHOOL OF LAW – BEVERLY HILLS BAR ASSOCIATION

2016 INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS

KEYNOTE SPEAKER
TED SARANDOS

CHIEF CONTENT OFFICER, NETFLIX



Above and Beyond:
The Transforming
World of Entertainment

FEE INCLUDES CONTINUING
EDUCATION CREDIT FOR ATTORNEYS
(MCLE) AND ACCOUNTANTS (CPE),
MEALS, BREAKS, PARKING AND
ELECTRONIC SYLLABUS

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network

Join over 750 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.

don't miss out

For almost 60 years, the USC-BHBA Institute on Entertainment Law and Business has been the top conference 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.

sign up now!

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2016 INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS

AM Program

8:35 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
Associate Dean,
Continuing Legal Education
USC Gould School of Law

Marc R. Staenberg

Chief Executive Officer
Beverly Hills Bar Association &
Foundation

8:45 AM

The Industry: Trends, Fads and Transformation

Continuing his popular discussion, Jeffrey Cole provides highlights from his ongoing study of how the Internet impacts 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.

Jeffrey Cole, Ph.D.

Director
Center for the Digital Future
Research Professor
USC Annenberg School for
Communication and Journalism

9:30 AM

Protecting Reputation and Privacy Comparisons with the U.S., U.K. and Europe: Tools and Tips

Certain inalienable rights are fundamentally important to everyone. Free speech is the cornerstone of democracy – but it is treated differently in the U.S. (where free speech is a trump card) than in the U.K. and Europe (where it is balanced against personal privacy). The panelists will explain what legal tools apply in the U.S. and the U.K./Europe, show how this has been done, how they are adopted and how are they developing. They will also share how the U.S. and the U.K. (and European countries) might cooperate more effectively with each other in this area, and what we can learn from each other's legal systems.

Charles J. Harder

Harder Mirell & Abrams LLP

John Kelly

Harbottle & Lewis LLP
London, England

10:30 AM

Networking Break

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(@USCGouldCLE)

10:45 AM

Studio Library Exploitation

Studios' film and television libraries are among their most valuable assets and are expanding at a significant rate. As consumer access flourishes through on-demand streaming and electronic sell-through, studios are challenged to reduce their reliance on the profit margins from sales of physical goods and make deeper catalogue titles which attract contemporary and future audiences. These panelists will explain the state of the Industry and what comes next.

11:30 AM

**Superdeals: The Expanding
Multiverse of Comic Books**

It doesn't take X-ray vision to see that comic book properties have steadily become some of the greatest revenue-drivers of studios and networks today, accounting for billions of dollars per year across all platforms, from domestic and international box office, to home video, television, video games, merchandising, conventions and, oh yes, comic books and graphic novels. Our panel of Industry experts share their invaluable knowledge and insights into the meteoric (and continuing) rise of the comic book as an Industry superpower.

12:20 PM

Fasten Your Headsets: The New Reality is Virtual

Entertainment and technology companies are betting billions of dollars that virtual reality is the "next big thing," revolutionizing how we experience entertainment content – movies, video games, sports, concerts and more. Our expert panelists, each of whom is at the forefront of VR content creation and knows the gear required to experience it, will introduce us to the brave, exciting new world of VR, discuss the challenges of monetizing and driving consumer adoption of this technology and provide their predictions for the future of the newest mass medium.

1:10 PM

Morning Program Adjournment

Mike Dunn

President
Twentieth Century Fox
Home Entertainment

Steven J. Schoch

Chief Executive Officer
Miramax

MODERATOR

Thomas A. White

Artist Rights Consultant

Peter Cuneo

Chairman
Valiant Entertainment
Executive Chairman
Iconix Brand Group
Chief Executive Officer
Cuneo & Company, LLC

Tom DeSanto

Producer and Writer
Paladin Entertainment

Louis D'Esposito

Co-President
Marvel Studios

Eric Reid

Literary Agent
William Morris Endeavor

Dr. Richard Marks

Senior Research Engineer
Head of PlayStation Magic Lab
Sony Interactive Entertainment
San Mateo, CA

Guy Primus

Co-Founder
Chief Executive Officer
The Virtual Reality Company

Ted Schilowitz

Futurist, Twentieth Century Fox
Chief Creative Officer, Barco Escape

MODERATOR

Shaun C. Clark

Sheppard, Mullin, Richter &
Hampton LLP

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luncheon keynote speaker

TED SARANDOS

CHIEF CONTENT OFFICER
NETFLIX



One of *Time Magazine's* 100 Most Influential People of 2013, Ted Sarandos has led content acquisition for Netflix since 2000.

From its roots as a U.S. DVD subscription rental company, Netflix is now the world's leading Internet television network with nearly 60 million members in more than 50 countries. With the 2013 releases of *House of Cards*, *Hemlock Grove*, *Arrested Development*, *Orange is the New Black*, *Turbo F.A.S.T.*, *Derek*, and *Lilyhammer*, Ted led the transformation of Netflix into an original content powerhouse that is changing the rules of how serialized television is produced, released and distributed globally. In its first two years of releasing original series, documentary films, children's shows and comedy specials, Netflix was recognized by the film and TV industries with 45 Emmy nominations, 15 Daytime Emmy nominations, two Oscar nominations and 10 Golden Globe nominations.

With more than 20 years' experience in the home entertainment business, Ted is recognized as a key innovator in the acquisition and distribution of films and television programs. Ted has also been producer or executive producer of several award winning and critically acclaimed documentaries and independent films, including the Emmy nominated *Outrage* and *Tony Bennett: The Music Never Ends*.

Ted serves on the board of Exploring The Arts, a non-profit focused on arts in schools. He also serves on the Film Advisory Board for Tribeca and the Los Angeles Film Festival, is an American Cinematheque board member, is an American Film Institute trustee and is an Executive Committee Member of the Academy of Television Arts & Sciences.

1:20 PM

Luncheon and Keynote Presentation Interview with Ted Sarandos

USC Ronald Tutor Campus Center Ballroom

Join Ted Sarandos, Chief Content Officer at Netflix, for a 30 minute conversation with Bruce Ramer about the current landscape of the entertainment industry.

Ted Sarandos
Chief Content Officer
Netflix

Bruce M. Ramer
Gang, Tyre, Ramer & Brown, Inc.

syllabus

Your registration fee includes a practical and up-to-date analysis of Institute topics transmitted via an **electronic download** prior to the Institute. **Print copies of the Syllabus can be purchased in advance of the Institute** at a discounted price, as set forth on the inside back cover of this brochure. The **Syllabus can be purchased online after the Institute** at <http://law.usc.edu/cle/entertainment> for \$60 (electronic download format) or \$150 (print format). For more information, email cle@law.usc.edu or call our office at **(213) 821-3580**.

2:45 PM

Afternoon Panels – First Session

USC Gould School of Law

That's My Idea! Law and Best Practice in the Realm of Idea Submission

Sharing ideas is the lifeblood of the entertainment industry, but the process remains rife with legal pitfalls. Our panel of experts will provide a comprehensive background of the evolution of idea submission law, including the hottest current topics. They will also share practical strategies for protecting ideas and best practices to avoid liability for those on the receiving end of idea submissions.

New Media and the Guilds:

Rates, Rules and Residuals

Working with digital content requires understanding the guilds' new media provisions and policies. Their 2008 contract language reflected a world where content was short, raw, scantily scripted and economically marginal, but even after a 2014 refresh, the ground continues to shift as SVOD services circle the globe and upend film and television; linear and digital battle even while morphing into each other; apps replace channels; OTT services, skinny bundles and day and date releases emerge; business models are in flux; the Internet's ubiquity ethos strains against window, territory and platform boundaries; and new media budgets range from absurd to astronomical. Our panel untangles the knots so that you can work effectively with Hollywood's unions.

Common Missteps and Misunderstandings in Copyright

Copyright is the most complicated and fastest evolving area of intellectual property law, with constantly shifting guideposts. But you don't have to be Nimble to have a sophisticated grasp of copyright basics and practice. Our panel will discuss copyright bedrocks as well as the more nuanced notions of which non-copyright expert lawyers should be aware, including the definition of copyright; copyright registrations and corrections; works made for hire; Copyright Office records searches; parody; fair use; copyright duration/termination of transfers; recordation of documents; and copyright infringement litigation risks.

The following sessions will run concurrently and repeat at 4:00 PM.

Tania Hoff

Vice President, Litigation
NBCUniversal

Glen Kulik

Kulik Gottesman Siegel & Ware LLP

MODERATOR

Gail Migdal Title

ADR Services, Inc.

Jennifer Gaudry

National Director of Residuals Claims
SAG-AFTRA

Michael Z. Maizner

Loeb & Loeb LLP

MODERATOR

Sabrina M. Stephenson

Head of Labor Relations
Netflix

Vincent H. Chieffo

Greenberg Traurig, LLP

Mark E. Halloran

continued>>>

Mapping Music's Evolving Global Geometry

With the growth of music streaming revenues and the gradual sales decline in digital downloads and physical goods, rights owners and royalty participants continue to confront issues such as inadequate licensee payment rates; transparency in source tracking of micro-transaction data; obscured selective advances from pooled resources; and digital distributor payments to multiple unverified royalty claimants of the same repertoire. Performing rights organizations also are diversifying and offering songwriters and publishers a more competitive marketplace of ideas, specializations and efficiencies. Join our experts as they navigate through the mire to the money!

Walk the Walk: Identifying and Eliminating Bias in the Workplace

The legal profession has been consciously grappling with deep-rooted and often subtle issues of diversity, inclusion and bias within the legal profession. The panelists examine what changes have occurred through the film *Walk the Walk*, in which scenes and dialogue reflect real-life experiences of the people who were interviewed. The panelists will identify and address the issues portrayed in the film and offer suggestions to eliminate bias in the legal profession.

b 1 HOUR OF MCLE ELIMINATION OF BIAS
CREDIT AVAILABLE

3:45 PM

Networking Dessert Break

4:00 PM

Afternoon Panels – Second Session

The concurrent sessions held at 2:45 PM repeat at 4:00 PM.
Attend a second session of your choice!

Kris Ahrend

Senior Vice President,
Recorded Music Rights Administration
Warner Music Group

Randy Grimmett

Chief Executive Officer
Global Music Rights

Matthew A. Hurewitz, CPA

Managing Director
Hurewitz And Company
RoyaltyAuditors.com

MODERATOR

Neville L. Johnson

Johnson & Johnson LLP

Gary D. Roberts

Executive Vice President
Fox Group Legal
Fox Entertainment Group

Carol Ross-Burnett

Manager of Diversity & Inclusion
Sheppard, Mullin, Richter &
Hampton LLP

MODERATOR

Judith A. Gilbert

Former Vice President
State Bar of California

Sponsored by Aerlex Law Group



5:00 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 6.5 hours, of which 1 hour may apply to elimination of bias 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.

b indicates the number of hours of MCLE elimination of bias 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 hours.

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USC Gould School of Law Media, Entertainment & Technology Law Program

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. 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 Valerie Barreiro at vbarreiro@law.usc.edu.

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frequently asked questions

REGISTRATION

The registration fees are outlined on the inside back cover of this brochure and include all sessions, the luncheon with Ted Sarandos, 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.**

CANCELLATIONS

All registrations and purchases are final and non-refundable.

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 hotel accommodations information, please visit our website at <http://law.usc.edu/cle/entertainment> or contact Matt Harrington at (213) 821-3590.

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 pick up your badge at the USC Gould School of Law after the luncheon.

DRESS CODE

We recommend business casual attire and comfortable shoes for walking around the University Park Campus.

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Exhibitor space is limited, so reserve your space as soon as possible. Visit our website at <http://law.usc.edu/cle/entertainment> or call our office at (213) 821-3580.

SPECIAL REQUIREMENTS

Please contact the USC Gould Continuing Legal Education office at (213) 821-3580 or 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 special meal requests without advance notification.

upcoming USC Gould School of Law programs

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The Westin Bonaventure Hotel & Suites – Los Angeles, California

CORPORATE COUNSEL

Wednesday, December 7, 2016

California Club – Los Angeles, California (courtesy of Club member Michael C. Kelley)

TAX

Monday – Wednesday, January 23-25, 2017

Millennium Biltmore Hotel – Los Angeles, California

Email us at clereg@law.usc.edu to join our mailing list and receive the latest updates about our programs.

registration form

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Saturday, October 22, 2016 | USC University Park Campus

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- ☐ \$410 Standard (sent **after September 9, 2016**)
- ☐ \$325 Five or More from the Same Organization (each)
(print registration forms must be submitted together)
- ☐ \$100 Full-Time Law Student

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- ☐ \$50 Print Format – Advance Purchase Required
(all registrants will receive an electronic download of the Institute syllabus; print copies are available for purchase while quantities last)

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- ☐ Check here to request a vegetarian gluten free luncheon meal

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Entertainment Institute Registration
1149 South Hill Street, Suite 340
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- ☐ **Credit Card:** Register and pay online at <http://law.usc.edu/cle/entertainment>

If you attended one of our recent Institutes you have an existing account linked to your email address in our online registration portal. Passwords can be reset or sent to you at your request.

Contact the USC Gould Continuing Legal Education Office at **(213) 821-3580** with any questions.



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Keynote
TED SARANDOS
of Netflix!

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