

LOS ANGELES
USC UNIVERSITY PARK CAMPUS

SATURDAY
SEPTEMBER 9, 2006

USC GOULD SCHOOL OF LAW – BEVERLY HILLS BAR ASSOCIATION

2006 INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS

MISSIONS POSSIBLE: GAMING, ANIMATION,
MUSIC AND BEYOND

Continuing Education Credit
is available to attorneys (MCLE)
and accountants (CPE)

REGISTER ONLINE NOW!

<http://law.usc.edu/cle/entertainment>





The **2006 INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS** is the region's most important conference of the year for the entertainment professional. The 2006 Institute brings together the industry's most powerful players for an in-depth examination of the newest trends in existing platforms such as television, film and music, and emerging opportunities in gaming, animation and beyond.

Whether you are a lawyer, accountant, agent, or producer, the 2006 Institute will provide you with the very latest updates on the entertainment business – the inside scoop you need to be successful. Join over 400 of the industry's prime movers for an unprecedented networking and learning opportunity.

The USC Gould School of Law, the Beverly Hills Bar Association, and the 2006 Institute Planning Committee gratefully acknowledge the generous contributions of the 2006 Institute sponsors and supporters:

sponsors

Alschuler Grossman Stein & Kahan LLP

Creative Artists Agency

Deloitte

Gang, Tyre, Ramer & Brown, Inc.

Gibson, Dunn & Crutcher LLP

Greenberg Traurig, LLP

Irell & Manella LLP

Katten Muchin Rosenman LLP

Kroll

Loeb & Loeb LLP

O'Melveny & Myers LLP

Raskin Peter Rubin & Simon, LLP

Sheppard, Mullin, Richter & Hampton LLP

Ziffren, Brittenham, Branca, Fischer, Gilbert-Lurie, Stiffelman, Cook,
Johnson, Lande & Wolf LLP

supporters

National Association of Record Industry Professionals

Weissmann Wolff Bergman Coleman Grodin & Evall LLP

For a complete and up-to-date list of 2006 Institute sponsors and supporters, please visit our website: <http://law.usc.edu/cle/entertainment>

quick program guide

SATURDAY, SEPTEMBER 9, 2006

7:30 AM

Registration and Continental Breakfast

USC Campus – Bovard Auditorium

9:00

Welcome and Introduction

9:10

High Stakes Gaming – Current Issues in Contests, Lotteries, Game Shows and Online Poker

9:40

Be Animated! Animated Products from A to Z

10:40

Networking Break

10:55

The 21st Century Music Business – Where Are We and Where Are We Heading?

11:55

Programming for the Third Screen: Realities and Opportunities

1:10 PM

Luncheon and Keynote Presentation

USC Campus – Town & Gown

2:30

Afternoon Panels – First Session

USC Campus – USC Gould School of Law

Following the Advertising Dollars

Product Placement and Displacement: The Labor Relations Implications of Branded Entertainment

Current Entertainment Litigation Hot Topics

The Personal Programming Phenomenon

Ethical Fallout of Technology

Critical Issues in Children's Programming and Advertising

3:30

Networking Dessert Break

3:45

Afternoon Panels – Second Session

USC Campus – USC Gould School of Law

Following the Advertising Dollars

Product Placement and Displacement: The Labor Relations Implications of Branded Entertainment

Current Entertainment Litigation Hot Topics

The Personal Programming Phenomenon

Ethical Fallout of Technology

Critical Issues in Children's Programming and Advertising

4:45

Adjournment

AMProgram

2006 INSTITUTE ON

ENTERTAINMENT LAW AND BUSINESS

MISSIONS POSSIBLE: GAMING, ANIMATION,
MUSIC AND BEYOND

start>>> 09:00

9:00 AM

Welcome and Introduction

Bruce M. Ramer

Institute Chair
Gang, Tyre, Ramer & Brown, Inc.

Mark E. Halloran

Institute Co-Chair
Halloran Law Corporation

Mary S. Ledding

Institute Co-Chair

Leeanna Izuel

Institute Executive Director
USC Gould School of Law

9:10 AM

High Stakes Gaming – Current Issues in Contests, Lotteries, Game Shows and Online Poker

Begin the day by learning about the current issues in gaming, including online poker and gambling sites. Top experts in this area will survey the regulations and explain how to comply with them.

Learn the basic business models in which these issues arise, the evolution of these models, cross-overs with the entertainment industry, and the economics of the industry. Our speakers will review both legal developments within and outside of the United States and enforcement actions taken by the DOJ with respect to online gambling. The discussion will also touch on the methods of promotion to avoid potential violation of laws, and the future of internet poker in the United States and abroad.

Panelists

Anthony N. Cabot

Lewis & Roca LLP

Benjamin R. Mulcahy

Sheppard, Mullin, Richter &
Hampton LLP

REGISTER ONLINE NOW! <http://law.usc.edu/cle/entertainment>

9:40 AM
Be Animated!
Animated Products from A to Z

This panel will feature lawyers and business professionals involved in high pressure deals. The panelists will discuss all aspects of animated programming and products, including traditional animation and CGI. Learn the latest trends in development and ancillary exploitation, and hear top minds review current deal structures.

Moderator

Harold A. Brown

Gang, Tyre, Ramer & Brown, Inc.

Panelists

Susan A. Grode

Katten Muchin Rosenman LLP

Andy Heyward

Chairman and
Chief Executive Officer
DiC Entertainment Corp.

Christopher Meledandri

President
Twentieth Century Fox Animation

10:40 AM
Networking Break

10:55 AM
**The 21st Century Music Business – Where
Are We and Where Are We Heading?**

This panel of music specialists will focus on the state of the music industry today, sharing their insight into new business models, new deal making and marketplace dynamics, and new developments on the horizon. Hear answers to such questions as “What does the Long Tail mean for the music business?”, “How are people monetizing new technologies?”, “How are artist deals changing in the face of business challenges?”, “What is driving growth factor for artists and labels?” and more.

Moderator

J. Eugene Salomon Jr.

Gang, Tyre, Ramer & Brown, Inc.

Panelists

David Agnew

Executive Vice President
Buena Vista Music Group

Jeff Ayeroff

Co-President
Artists First

Ted Cohen

Managing Director
TAG Strategic

continued>>>

contact information



USC Gould School of Law – Continuing Legal Education

Telephone: (213) 740-2582

Facsimile: (213) 740-9442

Email: cle@law.usc.edu

Our office hours are 9:00 a.m. to 5:00 p.m. Pacific Time.

Visit our website at:

<http://law.usc.edu/cle/entertainment>

11:55 AM

Programming for the Third Screen: Realities and Opportunities

In just a few short years, exploitation of traditional and made-for-mobile audiovisual content and images on the “third screen” have become mainstream business practice for Hollywood. Listen to experts explain the kind of programming being “broadcast” on the third screen today, the business models (subscription and otherwise) that will be used in the near term, and how mobile content and services are and will be monetized domestically and abroad – in short, learn who’s doing what, how are they making money, and what the deals look like. The panel will also explore how content providers and the wireless technology industry are working together to create a meaningful and expansive third screen user experience – including updates in cutting-edge mobile technology impacting third screen opportunities – while at the same time functioning within existing “windows” and other traditional usage restrictions.

Moderator

Robert Cooper

Loeb & Loeb LLP

Panelists

Mitch Feinman

Senior Vice President

Digital Content

Fox Mobile Entertainment

Chris Petrovic

Vice President

Business Development &

Digital Media

Playboy Enterprises, Inc.

Daniel Tibbets

Executive Vice President,

GoTV Labs

GoTV Networks

1:10 PM

Luncheon and Keynote Presentation

Watch your email or check online
for the **first news** about our exciting
keynote luncheon speaker!



<http://law.usc.edu/cle/entertainment>

PMPProgram

2006 INSTITUTE ON

ENTERTAINMENT LAW AND BUSINESS

MISSIONS POSSIBLE: GAMING, ANIMATION,
MUSIC AND BEYOND

start>>>02:30

2:30 PM

Afternoon Panels – First Session

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

Following the Advertising Dollars

Entertainment industry authorities will focus on the breadth and impact of advertising revenues, explaining who gets the revenues from advertising, the effect of branding deals in various forms of media and on talent deals, considerations attorneys should keep in mind when negotiating and drafting documents for branding deals, and audience reactions and receptivity.

Panelists

Alan H. Feldstein

Of Counsel
Collins, McDonald & Gann, P.C.
Adjunct Associate Professor of Law
Southwestern University School of Law

Sunta Izzicupo

Principal, Primetime Development
MAGNA Global Entertainment

Tom Mazza

Co Founder, Partner
Madison Road Entertainment

Product Placement and Displacement:

The Labor Relations Implications
of Branded Entertainment

A panel of experts will explore the evolving world of branded entertainment – including product placement, sponsored programming and integrated advertising – a subject that has been at the center of controversy in labor-management relationships. This issue has been of serious concern to the Hollywood Guilds, with the Screen Actors Guild arguing that product placement is often a forced and uncompensated endorsement by talent and the Writers Guild maintaining that writers need a seat at the table when product placement decisions are made because the nature of the product may threaten the integrity of the story or format. Together, the Guilds have called for resolution of these issues through collective bargaining and a “code of conduct” for certain elements and aspects of branded entertainment. This panel will explore the economic model on which branded entertainment is based and these serious labor relations issues.

Moderator

Arnold Peter

Raskin Peter Rubin & Simon, LLP

Panelists

Alan Rosenberg

President
Screen Actors Guild

Patric M. Verrone

President
Writers Guild of America,
West, Inc.

Mark Workman

President and
Chief Executive Officer
First Fireworks

continued>>>

Current Entertainment Litigation Hot Topics

Learn from a panel of top entertainment litigators as they identify and discuss the current litigation issues impacting the entertainment industry. Hear from entertainment lawyers at the frontlines of the latest controversies involving profit participation (such as vertical integration and self-dealing), reality copyright formats, idea submission, rights of privacy, publicity and defamation, and Guild issues.

Moderator

Stanton L. Stein

Alschuler Grossman Stein & Kahan LLP

Panelists

Scott Edelman

Gibson, Dunn & Crutcher LLP

Neville L. Johnson

Johnson & Rishwain LLP

Robert M. Schwartz

O'Melveny & Myers LLP

The Personal Programming Phenomenon

Personal programming continues to be a huge phenomenon within the entertainment industry.

Hear top leaders at MySpace, NeoPets and YouTube discuss the size and growth of their markets and review potential concerns such as defamation, security, copyright infringement and the potential liability of the host entity.

Moderator

Lawrence J. Ulman

Gibson, Dunn & Crutcher LLP

Panelists

Zahavah Levine

Vice President, Business Affairs & General Counsel
YouTube, Inc.

Matthew Polesetsky

Vice President,
Business and Legal Affairs
MySpace, Inc.

Stephanie Yost

General Counsel
Executive Vice President,
Business and Legal Affairs
NeoPets, Inc.

Ethical Fallout of Technology

This panel will explore the ethical fallout of technology commonly used in practice, including technology employed in:

- marketing and advertising (such as meta tags and other website pitfalls),
- use of the internet and communications between attorneys, clients and potential clients,
- unsolicited non-client internet contact and creation of attorney-client relationships,
- use of cellular telephones (especially with GPS),
- intra-firm communications (including intranet and computer networks), and
- retention of emails and other electronic data (including intranet, hard drives, back-up and network issues).

The panel will also discuss issues of confidentiality that are implicated by the new technology (including securing email communications, meta-data, and meta-scrubbing), returning client files, and giving up electronically stored information and databases.

Moderator

Judith A. Gilbert

Former Vice President of the State Bar of California and Co-Chair of the Committee on Regulation and Discipline

Panelists

Kevin E. Mohr

Professor
Western State University
College of Law

David B. Parker

Parker Mills & Patel LLP

Heather L. Rosing

General Counsel
Klinedinst PC

Critical Issues in Children's Programming and Advertising

This session will draw upon the expertise of lawyers from Facebook.com, Disney-ABC Television and Mattel, together with the former Chief of the FCC Media Bureau and the Vice President of the children's advocacy group, Children Now, to examine the increasing popularity and importance of children's programming and advertising, and the attendant risks and regulations surrounding children's programming (including FCC and FTC regulations and self-regulatory guidelines).

Moderator

Chris Kelly

Senior Vice President
General Counsel
Facebook.com

Panelists

Kevin Ellman

Executive Director, Business
Affairs
Disney-ABC Television Group

Kenneth Ferree

Sheppard, Mullin, Richter &
Hampton LLP
Former Chief of the Media
Bureau
Federal Communications
Commission

Patti Miller

Vice President,
Children & the Media
Children Now

Mick Monahan

Senior Counsel,
Regulatory Affairs
Mattel, Inc.

3:30 PM

Networking Dessert Break

3:45 PM

Afternoon Panels – Second Session

The concurrent sessions held at 2:30 PM repeat at 3:45 PM. Use this flexibility to attend a second session of your choice!

4:45 adjournment<<<



syllabus

An up-to-date analysis and set of practical materials prepared by our speakers and Syllabus Committee will be distributed at the 2006 Institute. Additional copies of the Syllabus may be purchased after the program for \$150.00 each (print format) or \$60.00 each (CD ROM format), subject to availability. For more information or to purchase a Syllabus, email cle@law.usc.edu or call (213) 740-2582.

planning committee

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

Mark E. Halloran – CO-CHAIR
Halloran Law Corporation

Mary S. Ledding – CO-CHAIR

Leeanna Izuel – EXECUTIVE DIRECTOR
USC Gould School of Law

Neal S. Baseman
Twentieth Century Fox Television

Damon Bonesteel
Warner Bros. Pictures International

Vincent H. Chieffo
Greenberg Traurig, LLP

Shaun Clark
Sheppard, Mullin, Richter & Hampton LLP

Robert Cooper
Loeb & Loeb LLP

David Decker
Telepictures Productions Inc.

Judith C. Dornstein
Law Office of Judith C. Dornstein, Inc.

Scott Edel
Kleinberg Lopez Lange Cuddy & Edel LLP

Glenn D. Feig
Reder & Feig LLP

Keith G. Fleer
Loeb & Loeb LLP

Judith A. Gilbert

Steven J. Goldfisher
Law Offices of Steven J. Goldfisher

Richard Klubeck
United Talent Agency

Christopher C. Murray
O'Melveny & Myers LLP

Anne Pedersen
International Creative Management, Inc.

Melissa Rogal
Lichter Grossman Nichols & Adler, Inc.

Barbara M. Rubin
Raskin Peter Rubin & Simon, LLP

J. Eugene Salomon Jr.
Gang, Tyre, Ramer & Brown, Inc.

Michael Spindler
Deloitte

Stanton L. Stein
Alschuler Grossman Stein & Kahan LLP

Rik Toulon
Katten Muchin Rosenman LLP

Christian Tregillis
Kroll

Lawrence J. Ulman
Gibson, Dunn & Crutcher LLP

David Weil
Anschutz Film Group (AFG)

Thomas A. White
Artist Rights Consultant

Dan Yankelevits
Sony Pictures

Stephanie Yost
NeoPets, Inc.

Juliette Youngblood
Irell & Manella LLP

UPCOMING USC GOULD SCHOOL OF LAW PROGRAMS

PROBATE AND TRUST CONFERENCE

Friday, November 17, 2006

INSTITUTE FOR CORPORATE COUNSEL

Monday – Tuesday, December 4 – 5, 2006

TAX INSTITUTE

Monday – Wednesday, January 22 – 24, 2007

INTELLECTUAL PROPERTY INSTITUTE

March 2007

BENJAMIN S. CROCKER SYMPOSIUM ON REAL ESTATE LAW AND BUSINESS

April 19, 2007

continuing education credits

ATTORNEYS: USC Gould School of Law, a minimum continuing legal education provider approved by the State Bar of California, certifies that this activity qualifies for minimum continuing legal education credit in the amount of 6.0 hours, of which 1.0 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 in the state in which you are seeking credit to determine if this event is eligible.

ACCOUNTANTS: This program meets the guidelines set by the California State Board of Accountancy in the amount of 6.0 hours.

advisory board

Stewart S. Brookman

Hansen, Jacobson, Teller, Hoberman, Newman, Warren & Richman, L.L.P.

Nancy Derwin-Weiss

Paramount Digital Entertainment, Inc.

Susan H. Hilderley

Interscope Geffen A&M Records

Tom McGuire

Endeavor

Glen B. Meredith

Creative Artists Agency

David Nochimson

Ziffren, Brittenham, Branca, Fischer, Gilbert-Lurie, Stiffelman, Cook, Johnson, Lande & Wolf LLP

Gregory A. Nylén

Greenberg Traurig, LLP

Robert Rieders

Pixar Animation Studios

Melvin Sattler

Law Offices of Melvin Sattler

Cheryl M. Snow

Gang, Tyre, Ramer & Brown, Inc.

Marc R. Staenberg

Beverly Hills Bar Association

Raymond Wu

Warner Bros. Theatre Ventures, Inc.

Kenneth Ziffren

Ziffren, Brittenham, Branca, Fischer, Gilbert-Lurie, Stiffelman, Cook, Johnson, Lande & Wolf LLP

syllabus committee

Cynthia Scheinman – COMMITTEE CO-CHAIR

Ellen Waggoner – COMMITTEE CO-CHAIR
CBS Paramount Network Television

Merav Broder
Broder Law Group

Michael Cerrati
Quinn Emanuel Urquhart Oliver &
Hedges, LLP

Uri Emerson-Fleming
Irell & Manella LLP

Justin Goldstein
O'Melveny & Myers LLP

Jason Gross

Daniel Helberg
Stone & Company Entertainment, Inc.

Meredith Hightower
ABC Television Network Group

Jeff Leven
Loeb & Loeb LLP

Brad Miller
Doyle & Miller LLP

Beth Millman
CBS Broadcasting Inc.

Anita Rivas
The Law Offices of Walner & Rivas

Gregory Slewett
Sheppard, Mullin, Richter & Hampton LLP

Michael Steuerwald
Warner Bros. Interactive
Entertainment Inc.

Lee Straus
NBC Universal Television Network and Cable
Networks Group

Matthew Sugarman
Weissmann Wolff Bergman
Coleman Grodin & Evall LLP

Paul D. Swanson
Liner Yankelevitz Sunshine &
Regenstreif LLP

Brenda Tavakoli
Greenberg Glusker

Steve Vaughan

Shelby J. Weiser
Katten Muchin Rosenman LLP



frequently asked questions

REGISTRATION

The registration fees are outlined on the inside back cover of this brochure. Your fee includes all 2006 Institute sessions, the luncheon, all refreshment breaks, parking for the 2006 Institute, and a copy of the Institute syllabus (an up-to-date volume of analysis and other practical materials prepared by our speakers and Syllabus Committee).

All badges are held at Registration, which opens at 7:30 a.m. on the morning of the 2006 Institute. Registration is located in front of Bovard Auditorium from 7:30 a.m. until 12:30 p.m., and then in the lobby of the USC Gould School of Law from 12:30 p.m. until 4:30 p.m.

REFUNDS

All requests for refunds must be in writing and postmarked, emailed, or faxed no later than **August 25, 2006**, to IELB Refunds, USC Gould School of Law – Continuing Legal Education, Los Angeles, CA 90089-0071. All refund requests must be accompanied by the registrant's Social Security number (or Federal Tax Identification number for a firm or corporation). A processing fee of \$100 (\$25 for student registrations) will be deducted from all refunds. No refunds will be processed prior to the 2006 Institute.

SPECIAL REQUIREMENTS

Please contact the USC Gould School of Law at **(213) 740-2582** or cle@law.usc.edu for assistance with any special dietary or access needs.

LOCATION, PARKING AND HOTEL ACCOMMODATIONS

The 2006 Institute will be held at the beautiful University of Southern California University Park Campus. Learn more about USC at <http://www.usc.edu>.

Complimentary parking is available at the University Park Campus. Your registration confirmation will provide detailed parking instructions.

If you require hotel accommodations, please contact our office at **(213) 740-2582**, or email us at cle@law.usc.edu. A limited number of rooms are available at select downtown Los Angeles hotels.

DRESS CODE

The dress for the 2006 Institute is business casual attire. Comfortable shoes are advised for walking around the University Park Campus.

EXHIBITORS

We invite you to exhibit at the 2006 Institute. Because exhibitor space is limited, reserve your space as soon as possible. Please call the USC Gould School of Law Continuing Legal Education office at **(213) 740-2582** or visit our website at <http://law.usc.edu/cle/entertainment> for more information.

registration form

2006 INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS

THREE WAYS TO REGISTER!

- Register online at <http://law.usc.edu/cle/entertainment>
- Fax completed form with credit card information to **(213) 740-9442**
- Mail this completed form with check or credit card information to:
USC Gould School of Law
CLE IELB Registration
University of Southern California
699 Exposition Boulevard, Suite 313
Los Angeles, California 90089-0071

SELECT REGISTRATION TYPE:

- ☐ \$310 Early Bird Registration (postmarked or faxed **before August 25, 2006**)
- ☐ \$290 Five or more simultaneous registrations from the same firm (each)
Please photocopy this form for additional registrants and mail or fax all forms together.
- ☐ \$340 Regular Registration (postmarked or faxed on or **after August 25, 2006**)
- ☐ \$100 Student Registration
- School name: _____

Name of Registrant: _____

Firm/Company: _____

Address: _____

City: _____

State: _____

Zip: _____

Telephone: _____

Fax: _____

Email: _____

used for confirmation and updates only

HOW DID YOU HEAR ABOUT THE INSTITUTE?

- ☐ Email ☐ Surfing the web
- ☐ Brochure/Postcard ☐ Friend/Colleague
- ☐ Other: _____

SYLLABUS FORMAT PREFERENCE:

- ☐ CD-ROM ☐ Print

SELECT METHOD OF PAYMENT:

PAYMENT BY CHECK: Please make checks payable to **USC Gould School of Law**

PAYMENT BY CREDIT CARD: (Visa or MasterCard) I authorize the University of Southern California to charge my Institute registration fee as noted above to the following account: (*check one*) ☐ Visa ☐ MasterCard

Cardholder Name (*as printed on card*): _____

Account No.: _____

Expiration Date: _____

Signature: _____



CONTINUING LEGAL EDUCATION
USC Gould School of Law
Los Angeles, California 90089-0071

2006 INSTITUTE ON
**ENTERTAINMENT LAW AND
BUSINESS** MISSIONS POSSIBLE: GAMING, ANIMATION,
MUSIC AND BEYOND

CHECK ONLINE for the latest news
and Keynote Speaker information!
@ <http://law.usc.edu/cle/entertainment>

