



MADISON AVE MEETS MUSIC ROW.

BUILDING BRANDS IN THE MUSIC INDUSTRY



ARTISTS AND ADVERTISERS...

Don't miss this opportunity to form partnerships to help build brand awareness! A panel of respected industry insiders, well-known advertisers and experienced Loeb & Loeb attorneys will be on hand to share their secrets for a winning formula to build, promote and protect your brand.

COLLABORATION AND INNOVATION

Tuesday, October 10, 2006
Hilton Nashville Downtown
121 Fourth Avenue South
1:00—5:00 PM

Reception to follow at the
Country Music Hall of Fame
222 Fifth Avenue South

To register, please email us at RSVP@Loeb.com or call 212.407.4007.

Artists and advertisers are increasingly forming partnerships to build brand awareness. Our program focuses on building, promoting and protecting your brand.

We'll look at best practices for utilizing the tools and techniques of brand building and preservation, including sponsorships and endorsements, artists' Web sites, sweepstakes and promotions, and wireless content delivery. Additionally, Loeb & Loeb attorneys who are experienced in negotiating brand-building agreements and leveraging and protecting intellectual property rights will be on hand to discuss the ins and outs of advertising and IP law that all business managers, executives and advertisers should know about.

The program is intended for music industry executives, managers and music artists, as well as national advertisers and sponsors, including chief marketing officers, advertising directors, brand managers and in-house legal counsel.

Following the program, a reception will be hosted by Loeb & Loeb, offering the attendees the chance to meet and discuss the latest trends and new opportunities in brand building.

SPEAKERS

Kathy Armistead VP of Brand Relationships, William Morris Agency
Specializing in brand relationships, endorsements and tour sponsorships for the Nashville-based roster, Kathy also has headed her own marketing company.

John Beiter Loeb & Loeb LLP, Nashville

Focusing on entertainment, copyright and trademark law, primarily in the field of music, John represents recording artists, songwriters, record companies and music publishers.

Ivy Kagan Bierman Loeb & Loeb LLP, Los Angeles

One of the select few entertainment labor lawyers looked to by producers and distributors for representation in guild and union matters, Ivy currently advises clients with respect to the guilds' and unions' evolving positions.

Tiffany Dunn Loeb & Loeb LLP, Nashville

With a depth of knowledge in copyright, trademark, corporate and intellectual property law, Tiffany represents record labels, management companies, recording artists, visual artists, songwriters and other parties in the music industry.

T.K. Kimbrell President, TKO Artist Management

In 1987, T.K. opened TKO Artist Management and signed his first client, singer/songwriter Mac McAnally. He went on to manage Sawyer Brown, Chris LeDoux and Toby Keith, among others. Toby Keith has achieved superstardom earning multi-week #1 singles and many multi-platinum albums.

Kim Kosak General Director of Advertising/Promotions,

Chevrolet Division of General Motors

Kim oversees Chevrolet's car and truck national and retail advertising and promotion and has experience working with country music industry tour sponsorships and promotions, as well as brand integration deals in television.

Ken Kraus Loeb & Loeb LLP, Nashville

Focusing primarily on entertainment, copyright, trademark and intellectual property law, Ken has represented major recording artists, songwriters, record companies, music publishers and music industry executives. His practice is nationally focused and covers all genres of music.

Denise Stevens Loeb & Loeb LLP, Nashville

Denise focuses her practice on entertainment, copyright and trademark transactions and counseling. Her clients include a breadth of major and independent recording artists and record labels, songwriters and music publishers, and others, both within and outside Nashville.

Bob Sullivan Loeb & Loeb LLP, Nashville

With a practice focusing on entertainment transactions primarily in the music field as well as litigation and mediation in entertainment and IP areas, Bob represents major recording artists, songwriters, publishing companies and record companies.

Jim Taylor Loeb & Loeb LLP, New York

Jim's principal practice areas include advertising, marketing and promotions for traditional and online media companies. Jim counsels clients on talent and music agreements, content licenses, and intellectual property and privacy matters.

David Weiswasser Managing Director/GM, Platinum Rye Entertainment

Considered one of the foremost experts in negotiating both celebrity endorsement and music licensing deals, David is currently the managing director of the country's largest buyer/consultant of popular music and celebrity talent. Clients include BBDO, Cambell-Ewald, Cingular Wireless, Coors Brewing Company and others.

AGENDA/PROGRAM DESCRIPTION

1:00 PM Registration and Welcome

1:30 PM Introduction

1:45 PM Building, Promoting and Protecting Your Brand

Hear how advertisers, artists and managers work collaboratively to manage individual interests while achieving a common goal.

Moderated by Jim Taylor, Loeb & Loeb LLP

Panelists include:

- Kathy Armistead, William Morris Agency
- T.K. Kimbrell, TKO Artist Management
- David Weiswasser, Platinum Rye Entertainment
- Kim Kosak, Chevrolet Division of General Motors

3:00 PM Break

3:15 PM Breakout Sessions: Tools and Techniques for Brand Building, Promotion and Protection

- Tour Sponsorships and Endorsements
- Protecting Your Intellectual Property Assets
- Why You Need to Understand Guild Issues
- Managing and Licensing Artists' Rights in Traditional, Online and Mobile Media
- Online Marketing and Promotion

4:00 PM Breakout Sessions Repeated

5:00 PM Q&A/Closing Remarks

5:30 PM Cocktail Reception,
Country Music Hall of Fame

BREAKOUT SESSIONS

Tour Sponsorships and Endorsements

Presented by Ken Kraus

- Finding the right sponsor for concerts and other personal appearances
- Negotiating the talent “deliverables”
- Coordinating with the record company
- Expanding artist/sponsor relationship beyond touring

Protecting Your Intellectual Property Assets

Presented by Bob Sullivan and Tiffany Dunn

- Enforcing rights of publicity, copyrights and trademarks
- Navigating the Digital Millennium Copyright Act, including piracy concerns
- Addressing domain name issues

Why You Need to Understand Guild Issues

Presented by Ivy Kagan Bierman

- Understanding your rights and obligations when working with members of various guilds
- Resolving guild and union disputes

Managing and Licensing Artists' Rights in Traditional, Online and Mobile Media

Presented by John Beiter

- Master license, synch licenses, personal appearance rights — who owns what?
- Licensing and creating content for delivery to mobile devices (cell phones, PDAs, MP3 players)
- Incorporating mobile channels in marketing and promotions
- Partnering with wireless carriers and mobile device manufacturers to create co-branded products and services

Online Marketing and Promotion

Presented by Denise Stevens

- Utilizing data collection and management tools to build consumer intimacy and avoid brand damage
- Understanding the rules, regulations and special legal issues relating to sweepstakes and contests
- Addressing compliance and regulatory issues including privacy policies and terms of use

LOEB & LOEB ADDS VALUE.

The lines between music, advertising, television, film and electronic media continue to blur and are rapidly changing because of the convergence of technology and content. At Loeb & Loeb, our broad-based entertainment law practice — including a music group that has long been recognized as a leader in the industry and a nationally known advertising and promotions practice — allows us to combine our knowledge and skills and bring dynamic insight and unmatched experience to every client and issue. Because of our multifaceted approach, we are able to offer our clients sophisticated yet practical specialized services and a music industry-centric focus that is unparalleled in scope.

Our clients range from some of the world's largest music companies and some of the most successful talent (recording, performing, writing and producing) to major financial institutions, private equity investors and leading technology companies, as well as major advertisers and advertising agencies. We negotiate and draft cutting-edge deals for advertisers and well-known individuals, incorporating the latest trends in advertising, promotions, sponsorships and branded entertainment. We have structured brand integration deals from relatively simple celebrity sponsorships to the increasingly complex multi-year, multi-platform deals between major entertainment companies and owners of world-famous brands.

Loeb & Loeb is a multi-service national law firm with attorneys focusing on select core industries and practice areas with offices in the entertainment, music, media and advertising capitals of Los Angeles, New York, Chicago and Nashville. Few other law firms can provide the same breadth and depth of experience in the entertainment and advertising fields. That's why Loeb & Loeb is uniquely positioned to provide insight and guidance on the promising and quickly expanding area of brand integration.

It all adds up to the bottom line. LOEB & LOEB adds Value.

To register, please email us at RSVP@Loeb.com
or call 212.407.4007.

For more information about our program,
please contact our Nashville Office at

1906 Acklen Avenue
Nashville, TN 37212-3700
615.749.8300

Los Angeles New York Chicago Nashville www.loeb.com

