

The Donald E. Biederman Entertainment & Media Law Institute

Southwestern Law School has had a long and intensive involvement with the entertainment and media industries particularly in the Los Angeles area. Located at the center of “The Entertainment Capital of the World” and the “Digital Coast,” Southwestern has an outstanding entertainment- and media-oriented faculty. Southwestern graduates occupy important positions with a broad range of entertainment and media companies and with law firms specializing in the representation of entertainment and media clients. Recognizing the growing interest in this area around the country and internationally, Southwestern launched the Donald E. Biederman Entertainment & Media Law Institute in 2000 to provide a broad-based entertainment, media and intellectual property law curriculum for law students as well as information and assistance to practitioners.

www.swlaw.edu/entertainment

The Media Law Resource Center

The Media Law Resource Center — formerly the Libel Defense Resource Center — is a non-profit information clearinghouse organized by the media over 25 years ago to monitor developments and promote First Amendment rights in the libel, privacy and related legal fields. MLRC’s Media Membership includes the nation’s leading media companies, media and professional trade associations, and media insurance industry entities. MLRC’s law firm wing, the Defense Counsel Section, has more than two hundred member firms nationwide, in Canada, England and elsewhere around the world, engaging in media and First Amendment defense representation. MLRC’s major projects and programs include the annual 50-state survey on Media Libel Law and Media Privacy and Related Law, the quarterly research-based MLRC Bulletin, a monthly compendium of new developments, and various symposia on media law and litigation issues.

www.medialaw.org

I’m a Lawyer, Help Me Out Here!

KEY ISSUES IN ENTERTAINMENT & MEDIA LAW

Dorothy’s observation to her trusty dog Toto that

WE’RE NOT IN KANSAS ANYMORE should have resonance

to any lawyer representing entertainment and media clients in the current environment.

Lawyers practicing in these fields face a constantly

SHIFTING and increasingly UNFAMILIAR LEGAL LANDSCAPE.

The seemingly insatiable quest for new, more aggressive formats

forces lawyers to VENTURE INTO UNCHARTED TERRITORY.

Recent developments inject considerable uncertainty even

into more traditional staples of entertainment and media

practice. And an INCREASINGLY MOBILE INDUSTRY frequently

demands that counsel offer services in multiple jurisdictions.

In four panels, *I’m A Lawyer, Help Me Out Here* addresses

issues critical to anyone practicing entertainment and

media law in today’s complex and dynamic environment.

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SOUTHWESTERN LAW SCHOOL

Donald E. Biederman Entertainment & Media Law Institute

and the MEDIA LAW RESOURCE CENTER presents



KEY ISSUES IN
ENTERTAINMENT & MEDIA LAW

THURSDAY, JANUARY 27, 2005
3:00 P.M. - 7:15 P.M., RECEPTION TO FOLLOW
SOUTHWESTERN CAMPUS

Agenda

3:00 - 3:15 p.m.	Welcome and Introduction
3:15 - 4:15 p.m.	The Real Deal: What You Need To Know About the Business of Reality Moderator: David Cohen Panelists: David Decker, John Saade, Alan Saxe, Minna Taylor
4:15 - 4:30 p.m.	Break
4:30 - 5:15 p.m.	When Imitation Isn’t Flattering: Dealing with Idea Submission Claims Moderator: Kelli Sager Panelists: Zazi Pope, Jay James, Glen Kulik, Robert Lind

Speakers

Maren Christensen is Senior Vice President, Intellectual Property Counsel for NBC Universal. She advises on intellectual property and related rights in regard to the development, production and marketing of theatrical motion pictures, television programs, home video product, consumer merchandise, live stage productions, and theme parks. Before joining Universal in 1997, Ms. Christensen was a partner in Rosenfeld, Meyer and Susman, and was President of the Los Angeles Copyright Society.

David Cohen is Vice President, Legal, for ABC, Inc. and is responsible for legal review of all reality programming at ABC. Previously, Mr. Cohen has worked for the ABC Entertainment Television Group as well as ABC’s owned television and radio stations. Prior to working at ABC, Mr. Cohen worked for Fox Television Stations and Paramount Pictures. Mr. Cohen specializes in media and entertainment law issues.

David Decker is Senior Vice President, Business & Legal Affairs, for Telepictures Productions Inc. Prior to joining Telepictures, Mr. Decker spent six years at Stone Stanley Entertainment, most recently as Senior Vice President, Business & Legal Affairs. Before that, he worked as a production attorney for Buena Vista Television, and Paramount Pictures Network Television, and spent three years practicing civil litigation.

Joanne Garvey has been with the law firm of Heller Ehrman since 1988, emphasizing state and local taxation law. She has served on both the American Bar Association and California Supreme Court commissions on rules for Multijurisdictional Practice. A frequent speaker, Ms. Garvey has received numerous awards including the prestigious Margaret Brent Women Lawyers of Achievement Award given by the American Bar Association.

Jay James is Vice President, Programming for E! Studios. He is the creative executive in charge of *E! News Live*, *E! News Weekend*, *Cover Story*, *Live From The Red Carpet* and other specials and pilots for E! Entertainment Television. He is the creator and supervisor for a number of new series, including *Star Maps*, a celebrity biography program, and *The Soup*, a weekly pop culture review show and successor to *Talk Soup*.

Beth Jones is Assistant General Counsel for CBS Television. She counsels CBS and UPN in the areas of television production, intellectual property, advertising and promotions. Her responsibilities also encompass CBS News and CBS owned television stations, including pre-broadcast review of investigative news reports, as well as legal review of all CBS television movies based on fact. Prior to joining CBS in 1989, Ms. Jones was an associate in litigation, first at Donovan, Leisure, Newton & Irvine in New York and then at McCutchen, Doyle, Brown & Enersen in San Francisco.

5:15 - 6:00 p.m.	Don’t Be A Stoooge: The Ever-Changing Right of Publicity Moderator: Lou Petrich Panelists: Maren Christensen, Beth Jones, Steve Perry
6:00 - 6:15 p.m.	Break
6:15 - 7:15 p.m.	On the Road: The Ethical Perils of Multi-Jurisdictional Practice Moderator: JoAnn Garvey Panelists: James Towery, Mark Tuft
7:15 - 8:30 p.m.	Reception Sponsored by Davis Wright Tremaine and Leopold, Petrich & Smith

Glen Kulik has been a partner with the law firm of Kulik, Gottesman, Mouton & Siegel since 1990. Previously, he was associated with O’Melveny & Myers and was a partner at Katten, Muchin and Zavis. Mr. Kulik has specialized in representing talent in entertainment industry litigation and transactions involving film, television and music for nearly 20 years.

Robert Lind is a Professor of Law at Southwestern Law School and a leading scholar in the fields of copyright, trademark, entertainment and art law. A prolific writer, he is the author and co-author of widely used casebooks, treatises and study guides on entertainment law, museum law and newsgathering and the law, as well as copyright and trademark.

Steven Perry is a partner at the law at the firm of Munger, Tolles & Olson. He has an extensive media and entertainment law practice which has included the defense in state and federal courts of defamation, copyright, right of publicity and numerous other claims. Among other cases, Mr. Perry argued *Hoffman v. Los Angeles Magazine*, one of the leading decisions on right of publicity in the Ninth Circuit.

Lou Petrich is a partner at the law firm of Leopold, Petrich & Smith, with a broad entertainment and media practice. His practice includes copyright, trademark, defamation, right of publicity and other entertainment and media related subjects. Mr. Petrich is a Fellow in the American College of Trial Lawyers and a past President of the Los Angeles Copyright Society.

Zazi Pope is Senior Vice President and Deputy General Counsel for Warner Brothers where she has worked since 1992. As head of the litigation department, she supervises a wide variety of lawsuits in the the areas of copyright infringement, right of publicity, First Amendment, and other areas relating to the entertainment industry. Ms. Pope is also involved in regulatory and public policy issues, including those dealing with the marketing of Warner Brothers’ films and television programs.

John Saade is Vice President of Alternative Series and Specials at ABC where he was instrumental in developing and overseeing such hits as *The Bachelor*, *The Bachelorette*, *Extreme Makeover*, *The Mole*, *Making the Band*, and a series of David Blaine specials. Previously, at Dakota films, he produced a wide variety of show including *The Best Commercials You’ve Never Seen*, *In Style’s Celebrity Weddings*, and the Billy Crystal Films that opened the 1999 Academy Awards.

Kelli Sager is a partner with the law firm of Davis Wright Tremaine. Ms. Sager represents a wide variety of television, radio, motion picture, newspaper, and magazine clients in media and entertainment litigation matters. She has served as counsel in high profile media and entertainment cases including *Schulman v. CBS* and was counsel to most media interests during the trial of O.J. Simpson.

General Information

Location
Southwestern University School of Law
Bullocks Wilshire Building
3050 Wilshire Blvd., Los Angeles, CA 90005
Parking available on campus for \$5.
For map & directions visit www.swlaw.edu/campus/map.html

CLE Credit
3.5 hours of CLE credit (including 1.00 hour of legal ethics)
Southwestern is a State Bar of California approved MCLE provider.

Fee	
Early registration (before January 15)	\$85
Late registration (after January 15 or at door)	\$95
Students	\$25

Questions?
Contact Tamara Moore of the Donald E. Biederman Entertainment & Media Law Institute at Southwestern Law School: 213.738.6602 or institute@swlaw.edu

Planning Committee
Sandra Baron ▶ Executive Director, Media Law Resource Center
David Cohen ▶ Vice President, Legal, ABC, Inc.
Kelli Sager ▶ Partner, Davis Wright Tremaine
David Kohler ▶ Director, Donald E. Biederman Entertainment & Media Law Institute and Professor of Law, Southwestern University School of Law

Alan Saxe is currently a consultant for Warner Brothers. He previously served as Executive Vice President of Telepicture Productions as well as Executive Vice President of Legal and Business Affairs of Warner Brothers Domestic Television Distribution. Among the reality programs he had been involved in are *The Bachelor*, *Are You Hot*, *High School Reunion*, *WB Superstar*, and *The Steve Harvey Show*.

Minna Taylor is Senior Vice President, Legal Affairs, for Fox Broadcasting Company where she has worked since 1991. She has been involved in reality televsion since its infancy and has worked on a wide variety of reality shows including *Who Wants to Marry a Multi-Millionaire*, *Joe Millionaire*, *Temptation Island*, and *American Idol*.

James Towery is a distinguished trial lawyer at the law firm of Hoge, Fenton, Jones & Appel, and serves on the firm’s ethics committee. Among other things, he handles professional liability defense of lawyers and other professionals. A past president of the California State Bar, Mr. Towery is a frequent speaker on legal ethics and attorney-client relations.

Mark Tuft is a partner at the law firm of Cooper, White & Cooper, and is principally engaged in a broad-based commercial and criminal trial practice which includes media, defamation and related First Amendment litigation. He also has a state-wide practice as ethics counsel to individuals and law firms on professional responsibility and practice management, and he serves as an expert witness on ethics issues, professional liability, fees and client disputes.

Registration Form

Each attendee must register. If necessary, make copies of this form and complete one for each attendee in your group.

You may register by filling out this form and faxing it to the Biederman Institute at 213.738.6614 OR mailing it to: Southwestern Law School
Donald E. Biederman Entertainment & Media Law Institute
675 S. Westmoreland Ave.
Los Angeles, CA 90005



Name_____		
Title_____		
Organization_____		
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Registration fee (\$85 before Jan. 15; \$95 after Jan. 15 or at door; \$25 for students)

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