

THE MEDIA LAW RESOURCE CENTER

The Media Law Resource Center (MLRC) is a non-profit membership organization founded in 1980 by leading American media to provide a wide range of information and support on media law and policy issues, including news and analysis of legal developments—led by MLRC's daily *MediaLawDaily* and its monthly *MediaLawLetter*—litigation resources and practice guides, annual books and surveys on media law issues, and national and international media law meetings and conferences. MLRC also works with its membership on responding to legislative and policy proposals and in promoting First Amendment and free expression rights. MLRC's Media Membership is from across the media spectrum and 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 and thirty member firms nationwide, in Canada, England and elsewhere around the world engaging in media, intellectual property and entertainment law.

WWW.MEDIALAW.ORG

THE DONALD E. BIEDERMAN ENTERTAINMENT & MEDIA LAW INSTITUTE

Located at the center of "The Entertainment Capital of the World" and the "Digital Coast," Southwestern Law School has had strong ties to the entertainment and media industries for well over two decades. Recognizing the growing interest in this area around the country and internationally, the law school established the Donald E. Biederman Entertainment & Media Law Institute in 2000 to provide a cutting edge entertainment, media and intellectual property law curriculum for law students and serve as a resource to practitioners. Southwestern has eight full-time faculty in entertainment and media law, more than any other law school in the country. They produce many of the leading treatises and widely adopted casebooks in the field. The Biederman Institute publishes the *Journal of International Entertainment and Media Law* in conjunction with the ABA Forum on Communications Law, and sponsors specialized entertainment and media law summer programs in London and Los Angeles. The Institute benefits from the involvement of Southwestern graduates who 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.

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PRESENTING THE 5TH ANNUAL CONFERENCE
BY THE MEDIA LAW RESOURCE CENTER
AND SOUTHWESTERN LAW SCHOOL'S
DONALD E. BIEDERMAN ENTERTAINMENT
& MEDIA LAW INSTITUTE

THE DIGITAL EARTHQUAKE:

GROUNDBREAKING CHANGES AFFECTING
ENTERTAINMENT AND MEDIA LAW

THURSDAY > JANUARY 31, 2008
1 PM - 7 PM > RECEPTION TO FOLLOW
SOUTHWESTERN LAW SCHOOL

THE DIGITAL EARTHQUAKE:

GROUNDBREAKING CHANGES AFFECTING ENTERTAINMENT AND MEDIA LAW

JANUARY 31, 2008

Whether you feel it or not, the ground is shifting under your feet. Without a solid knowledge base and creative coping strategies, any entertainment and media lawyer or business affairs executive risks being swallowed up by the digital earthquake that is shaking the industries they work in. The challenges cut across all aspects of the business. Existing business relationships need to be re-evaluated and re-structured among owners, producers, distributors and talent. New relationships need to be forged with consumers who may also serve as content providers and producers. Old legal concepts must be adapted to new realities. New laws need to be interpreted and understood. In three panels, this Fifth Annual MLRC/Southwestern conference examines how to survive and prosper amidst the turmoil.

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- Elizabeth Casesy, Senior Vice President, Business & Legal Affairs, Fox Cable Networks
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Andrea R. Hartman, Executive Vice President & Deputy General Counsel, NBC Universal Television Group
Sandra Baron, Executive Director, Media Law Resource Center
David Kohler, Director, Donald E. Biederman Entertainment and Media Law Institute, and Professor of Law, Southwestern Law School

< CLE >

This conference offers four (4) hours of CLE credit. Southwestern is a State Bar of California approved MCLE provider.

< LOCATION >

For map and directions to Southwestern, visit www.swlaw.edu/directions. Parking is available on campus for \$6.

< QUESTIONS? >

Contact Tamara Moore at Southwestern’s Biederman Institute at 213.738.6602 or institute@swlaw.edu

< SCHEDULE >

1:00 - 2:30 p.m.	Registration
2:30 - 2:45 p.m.	Welcome and Introductory Remarks
2:45 - 4:00 p.m.	Panel One > Building on Solid Ground: The New Business Relationship <i>How should licenses and rights grants be structured to permit exploitation in new forms of distribution (e.g., Apple iPod, cell phones, video on demand)? How should new media issues be addressed in talent agreements? What are the best strategies to protect your client’s ability to exploit the next big thing?</i>
	Moderator: Jeanne Newman, Partner, Hansen Jacobson Teller Hoberman Newman Warren & Richman
	Panelists: Howard Kurtzman, Executive Vice President, Business & Legal Affairs, Twentieth Century Fox Television ♦ Brian Weinstein, Senior Vice President of Strategy and Business Development, Creative Artists Agency ♦ Jana Winograde, Executive Vice President, Business Affairs, ABC Entertainment
4:00 - 4:15 p.m.	Break
4:15 - 5:30 p.m.	Panel Two > Shaking It Up: How the Talent Guilds Influence (or Want to Influence) Traditional and New Media <i>How do current guild agreements apply to production for new digital platforms? What’s going on with the ongoing guild negotiations and what are they really about? How is programming for traditional and new media likely to be affected by the next set of agreements?</i>
	Moderator: Maya Windholz, Senior Vice President, Legal Affairs, NBC Universal
	Panelists: Alan Brunswick, Partner, Manatt, Phelps & Phillips ♦ Grace Reiner, Vice President Legal Affairs, The Disney Channel ♦ Karen Stuart, Executive Director, Association of Talent Agents
5:30 - 5:45 p.m.	Break
5:45 - 7:00 p.m.	Panel Three > It’s Everyone for Themselves: Managing the Legal Challenges of User-Generated Content <i>How is user-generated content being exploited today, and what will tomorrow’s business models look like? What are the legal risks associated with user-generated content? Are the ‘safe harbors’ really safe, or are there traps for the unwary? What ‘best practices’ exist for user-generated content?</i>
	Moderator: David Cohen, Vice President, Legal, ABC
	Panelists: Thomas R. Burke, Partner, Davis Wright Tremaine ♦ Craig Cardon, Partner, Sheppard Mullin Richter & Hampton ♦ Michael Downing, Co-Founder, Chairman and Chief Executive Officer, GoFish Corporation ♦ Johnita Due, Senior Counsel, CNN

< REGISTRATION >

Registration is available online at: www.swlaw.edu/mlrcconference2008

Alternatively, register by filling out this form and returning it to the Institute:

FAX:	Attn: Biederman Institute, 213.738.6614
U.S. Mail:	Donald E. Biederman Entertainment & Media Law Institute Southwestern Law School 3050 Wilshire Blvd. Los Angeles, CA 90010

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

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JANUARY 31, 2008

Name		
Title		
Organization		
Address		
City	State	Zip
Email		
Tel	Fax	

Registration fee: \$100 before January 15;
\$125 after January 15 or at door; \$25 for students

<input type="checkbox"/> A check is enclosed (made payable to Southwestern Law School)	
<input type="checkbox"/> Please charge my <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard	
Account number	Exp. date
Signature	Today’s date