

CLE Credit

This Symposium offers 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: 213.738.6602 or institute@swlaw.edu

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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 to provide a broad-based entertainment, media and intellectual property law curriculum for law students as well as information and assistance to practitioners and scholars.



www.swlaw.edu

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 Surveys on Media Libel Law, Media Privacy and Related Law, and Employment Libel and Privacy 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



**SOUTHWESTERN LAW SCHOOL'S
DONALD E. BIEDERMAN ENTERTAINMENT
AND MEDIA LAW INSTITUTE**

AND

THE MEDIA LAW RESOURCE CENTER

PRESENT

[R E V O L U T I O N]

**LEGAL CHALLENGES OF
INTEGRATING TRADITIONAL MEDIA
AND ENTERTAINMENT
INTO A DIGITAL ENVIRONMENT**

January 25, 2007

1:00 - 6:30 p.m.

Reception to follow

Southwestern Law School, Los Angeles

[R E V O L U T I O N]

The integration of traditional entertainment and media into the digital world is rapidly becoming a reality. The last few years have been characterized by the beginnings of a virtual paradigm shift in how entertainment and media are – and will – be distributed and viewed. The music business has moved from CDs to online. A significant share of theatrical revenues is now derived from the sale of DVDs. First run television series are increasingly available for viewing on portable digital devices. Individual participation in debate and discussion has taken on new meaning with the proliferation of the blogosphere.

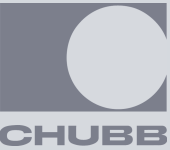
While the business implications of all this are staggering, so too are the legal challenges presented by the advent of the digital age. On January 25, 2007, these legal challenges will be the subject of the fourth annual conference presented by Southwestern Law School's Donald E. Biederman Entertainment and Media Law Institute and the Media Law Resource Center – what promises to be a timely event on subjects that are indispensable to any media or entertainment lawyer's practice.

SCHEDULE

1:00 – 2:00 p.m.	Registration
2:00 – 2:15 p.m.	Welcome and Introductory Remarks
2:15 – 3:30 p.m.	The Paradigm Shift Technology is both forcing and enabling the entertainment and media businesses to move away from traditional models and distribution channels. These changes present a host of challenges for the transactional lawyer. <i>Is there such a thing as Internet rights?</i> <i>What are the challenges of structuring hybrid deals exploiting traditional products in non-traditional ways?</i> <i>What are the implications of new digital strategies on the relationships among creators, producers, owners and talent?</i>
Moderator:	Professor Lon Sobel, Southwestern Law School
Panelists:	Jonathan Barzilay, Senior Vice President, Entertainment, CBS Interactive Media Susan Cleary, Vice President and General Counsel, Independent Film and Television Alliance Mark Friedlander, Business Representative-Theatrical Contracts, Screen Actors Guild Joshua S. Wattles, Of Counsel, Dreier LLP
3:30 – 3:45 p.m.	Break

3:45 – 5:00 p.m.	Clash of the Titans Technology is challenging the delicate balance between the rights of intellectual property owners to control use of their creations and the public to use them as the building blocks for the development of new works. Fair Use has become a battleground often pitting the interests of the Los Angeles Basin against those of the Silicon Valley. <i>Are entire businesses being built on models that infringe copyright?</i> <i>Can film and publishing libraries be digitized to facilitate public access?</i> <i>Does Fair Use adequately protect the creative process?</i>
Moderator:	Schuyler M. Moore, Partner, Stroock & Stroock & Lavan LLP
Panelists:	Dean S. Marks, Senior Vice President, Intellectual Property, Corporate Business Development & Strategy, Warner Bros. Entertainment Inc. Fred Von Lohman, Senior Intellectual Property Attorney, Electronic Frontier Foundation Ron Wheeler, Senior Vice President, Content Protection, Fox Group Legal Department
5:00 – 5:15 p.m.	Break
5:15 – 6:30 p.m.	Who Let the Blogs Out? The Blogosphere is changing the way we communicate by democratizing the distribution of information. The entry into this sphere by traditional media and entertainment companies brings with it challenges for their legal counsel. <i>How much protection does Section 230 of the Communications Decency Act really offer?</i> <i>How much clearance is enough – or too much?</i> <i>What is the current state of internet jurisdiction?</i>
Moderator:	Timothy L. Alger, Partner, Quinn Emanuel Urquhart Oliver & Hedges LLP
Panelists:	Teri Cianciola, Corporate Attorney, Microsoft Corporation Mickey Kaus, Slate.com Roger R. Myers, Partner, Holme Roberts & Owen LLP Matt Polesetsky, Vice President, Business and Legal Affairs, MySpace, Inc. Julie K. Xanders, General Counsel, Los Angeles Times Communications LLC
6:30 – 8:00 p.m.	Reception
Planning Committee	Jonathan Ansell, Executive Vice President and General Counsel, CBS Television Sandra Baron, Executive Director, Media Law Resource Center David Kohler, Director, Donald E. Biederman Entertainment & Media Law Institute, Southwestern Law School Alonzo Wickers, Partner, Davis Wright Tremaine

CONFERENCE SPONSORS



REGISTRATION FORM

Register by filling out this form and sending it to the Institute:

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

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

[R E V O L U T I O N]

Name _____	
Title _____	
Organization _____	
Address _____	
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Zip _____	
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**Registration fee: \$100 before Jan. 15;
\$125 after Jan. 15 or at door; \$25 for students**

- ☐ A check is enclosed (made payable to Southwestern Law School)
- ☐ Please charge my ☐ Visa ☐ Mastercard

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