

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

www.swlaw.edu

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 and 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.

THE MEDIA LAW RESOURCE CENTER

www.medialaw.org

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 MediaLaw Letter – 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 member firms nationwide, in Canada, England and elsewhere around the world engaging in media, intellectual property and entertainment law.

CLE Credit

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

Location

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

Questions?

Questions may be directed to Southwestern's Biederman Institute at (213) 738-6602 or institute@swlaw.edu.

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The 8th Annual
Entertainment and Media Law Conference

PRESENTED BY THE SOUTHWESTERN LAW SCHOOL
BIEDERMAN ENTERTAINMENT AND MEDIA LAW INSTITUTE
& THE MEDIA LAW RESOURCE CENTER

SCRIPTS, LIES & VIDEOGAMES

Thursday, January 20, 2011

2:15 p.m. – 7:00 p.m. ► Reception to follow
Southwestern Law School ► Los Angeles, CA

Co-Sponsored by
Chubb Group of Insurance Companies
Davis Wright Tremaine LLP ► Doyle & Miller, LLP
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Sidley Austin LLP

SCRIPTS, LIES & VIDEOGAMES

Thursday, January 20, 2011 ➤ Southwestern Law School, Los Angeles, CA

SCHEDULE

1:00 - 2:15 p.m. Registration

2:15 - 2:30 p.m. Welcome and Introductions

2:30 - 3:45 p.m. **SCRIPTS ➤ Trademarks, Transformations, and Touchdowns: Recent Issues in Clearing Motion Picture, Television, and Videogame Content**

The panel will address clearance issues arising out of recent developments in trademark and right of publicity law. Topics will include:

- The tension between intellectual property rights and the First Amendment.
- Differences in clearance practices among various industries (motion picture, television, videogame, insurance).

Moderator: Robert Rotstein (Mitchell Silberberg & Knupp)

Panelists: Christopher Cosby (Activision)
Donald Gordon (Leopold, Petrich & Smith)
Elizabeth Masterton (Twentieth Century Fox)

3:45 - 4:00 p.m. Break

4:00 - 5:30 p.m. **LIES ➤ Ripped (Off) from Real Life?**

The panel will examine libel in fiction and address how to vet movies and TV shows that depict, or were inspired by, real people, things and events. Topics will include:

- What constitutes libel in fiction?
- What is actionable product disparagement?
- How can you advise your clients to minimize the risk?

Moderator: Patricia Cannon (NBCU Television Group)

Panelists: Robyn Aronson (MTV Networks)
Stephen Rohde (Rohde & Victoroff)
Jody Zucker (Warner Bros. Television)

5:30 - 5:45 p.m. Break

5:45 - 7:00 p.m. **VIDEOGAMES ➤ Issues with Development and Distribution of Video Games**

The panel will focus on the development and distribution of video games, looking at the process from the perspective of developers, publishers, rightsholders and distributors. Topics will include:

- How is video game development and distribution the same and how is it different from traditional television and movie production and distribution?

- How do development and distribution issues vary if the game is a MMORPG, a console game, or a casual game? How do the different business models (freemium, subscription, episodic, etc.) impact development and distribution?
- How has mobile gaming and the iPad impacted gaming? What about the Wii and Kinect? What about social networking?

Moderator: Kraig Baker (Davis Wright Tremaine)

Panelists: Heidi Holman (Microsoft)
Daniel O’Connell Offner (Loeb & Loeb)
Seth Steinberg (Digital Arts Law)

7:00 - 8:00 p.m. Reception

Planning Committee:

Kraig Baker, Partner, Davis Wright Tremaine LLP
Sandra S. Baron, Executive Director, Media Law Resource Center, Inc.
David Cohen, Vice President, Legal, ABC
Jennifer Dominitz, Vice President, Legal Affairs, NBC Universal Television Group
Maherin Gangat, Staff Attorney, Media Law Resource Center, Inc.
Steven Krone, Director, and Tamara Moore, Associate Director, Southwestern Law School’s Donald E. Biederman Entertainment and Media Law Institute
Robert Lind, Director Emeritus, Southwestern Law School’s Donald E. Biederman Entertainment and Media Law Institute and Professor of Law
Louis P. Petrich, Member, Leopold, Petrich & Smith

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REGISTRATION

Register online at www.swlaw.edu/swlawforms/mlrcconference2011.html

Alternatively, complete the form below and return it with the registration fee by **January 10, 2011** to:

Donald E. Biederman Entertainment and Media Law Institute
Southwestern Law School
3050 Wilshire Boulevard
Los Angeles, CA 90010
Fax: (213) 738-6614

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

REGISTRATION FEES

- \$100 before January 10
- \$125 after January 10 or at door
- \$25 for students

Name

Title

Organization

Address

City State Zip

Email

Tel Fax

State Bar # (for CLE credit)

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

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