

LOS ANGELES  
USC UNIVERSITY PARK CAMPUS

SATURDAY  
OCTOBER 22, 2011

USC | LAW UNIVERSITY of  
SOUTHERN CALIFORNIA



USC GOULD SCHOOL OF LAW – BEVERLY HILLS BAR ASSOCIATION

# 2011 INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS

## Fasten Your Seatbelt: The Quickenning Entertainment Space

KEYNOTE SPEAKER

**Stacey Snider**

Partner, Co-Chairman and Chief Executive Officer  
DreamWorks Studios



FEE INCLUDES CONTINUING EDUCATION CREDIT FOR ATTORNEYS (MCLE) AND  
ACCOUNTANTS (CPE), MEALS, BREAKS, PARKING AND SYLLABUS.

## network

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For more than 50 years, the Institute on Entertainment Law and Business has been the region's top conference for entertainment professionals. Join the Industry's most powerful players for an in-depth examination of the law and current trends.

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## quick program guide

### SATURDAY, OCTOBER 22, 2011

7:30 AM	<b>Registration and Continental Breakfast</b> USC Campus – Bovard Auditorium
8:50 AM	<b>Welcome and Introduction</b>
9:00 AM	<b>FCC Update:</b> The Intersection of Broadband, Spectrum and Media
9:30 AM	<b>The Industry:</b> Trends, Fads and Transformation
10:15 AM	<b>Monetizing the Internet</b>
11:00 AM	<b>Networking Break</b>
11:15 AM	<b>European Union and Latin America – Friend, Foe or Both?</b> <i>“All You Can Eat, At One Low Price.” Is this the new business plan for the motion picture industry?</i>
11:45 AM	<b>Over the Top and Through the Woods:</b> Navigating the Thicket of the New Television Universe
12:45 PM	<b>Luncheon and Keynote Presentation</b> <b>Interview with Stacey Snider</b> USC Campus – Town & Gown
2:15 PM	<b>Afternoon Panels – First Session</b> USC Campus – USC Gould School of Law <b>Back to the Basics:</b> Complex TV Rights Deals <b>Digital Distribution of Music</b> <b>Lawyering on the Outside:</b> Electronic Communication and Social Networking vs. Ethics and Professional Responsibility – Can They Co-Exist? <b>Litigation Advice for Transactional Lawyers:</b> Common Litigation Risks Raised by Development and Production <b>Merchandising from Wholesale to Retail</b>
3:15 PM	<b>Networking Dessert Break</b>
3:30 PM	<b>Afternoon Panels – Second Session</b> USC Campus – USC Gould School of Law <b>Back to the Basics:</b> Complex TV Rights Deals <b>Digital Distribution of Music</b> <b>Lawyering on the Outside:</b> Electronic Communication and Social Networking vs. Ethics and Professional Responsibility – Can They Co-Exist? <b>Litigation Advice for Transactional Lawyers:</b> Common Litigation Risks Raised by Development and Production <b>Merchandising from Wholesale to Retail</b>
4:30 PM	<b>Adjournment</b>

# Program

## 2011 INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS

START >>> 08:50

**8:50 AM**

### **Welcome and Introduction**

**Bruce M. Ramer**

Institute Chair

Gang, Tyre, Ramer & Brown, Inc.

**Mark E. Halloran**

Institute Co-Chair

Halloran Law Firm

**Mary S. Ledding, Esq.**

Institute Co-Chair

**Leeanna Izuel**

Institute Executive Director

USC Gould School of Law

**Marc R. Staenberg**

Executive Director

Beverly Hills Bar Association

**9:00 AM**

### **FCC Update:** The Intersection of Broadband, Spectrum and Media

Charged with creating regulatory policies that promote competition, neutrality and innovation while ensuring access to all, the FCC is the starting point for the quickening entertainment world. Our speaker will provide a glimpse into the multitude of issues it decides, such as cross-ownership, the fairness doctrine and spectrum allocations.

**SPEAKER**

**Suzanne K. Toller**

Davis Wright Tremaine LLP

San Francisco, CA

**9:30 AM**

### **The Industry:** Trends, Fads and Transformation

Drawing on ten years of data and insights from a worldwide study in 30 countries, the expert speaker will separate myth from reality as he describes how the Internet and mobile technology are changing the fabric of daily life. Will user-generated content successfully challenge content from traditional media? Is the Web a continual threat to TV or can the two live and work together? How will advertising evolve in a digital era?

Learn about the trends and developments that are likely to occur in the next several years.

**SPEAKER**

**Jeffrey Cole**

Director

Center for the Digital Future

Research Professor

USC Annenberg School for  
Communication & Journalism

**10:15 AM**  
**Monetizing the Internet**

Digital distribution of content continues its inevitable ascendance. Although Web-based video-on-demand and subscription models are generally well understood, the monetization of content through online advertising remains inscrutable for many. This session will explain the nuts and bolts of online advertising. The top-level speakers will discuss the types of content that are making money on the Internet and the types of deals that companies are making to generate revenue. They will examine the various forms of online advertising and the roles of ad networks and aggregators, targeting and retargeting and the flow of ad dollars through the online ecosystem.

**11:00 AM**  
**Networking Break**

**11:15 AM**  
**European Union and Latin America –  
Friend, Foe or Both? “All You Can Eat,  
At One Low Price.” Is this the new business plan  
for the motion picture industry?**

Learn about the current European Union and Latin American statutory structures, pending bills, and papers recommending changes in the law, and their effect on production, distribution and revenue generation of and from audiovisual works.

**11:45 AM**  
**Over the Top and Through the Woods:  
Navigating the Thicket of the  
New Television Universe**

The entertainment business has always been about content and distribution, tightly intertwined. Today, distribution is changing more dramatically than it has over the past three decades and consumers can cobble together their own menu of Netflix, Apple TV, Hulu, YouTube movie rentals and countless other means of receiving content on TVs, PCs, iPads and mobile devices. This phenomenon of decoupling the licensing and delivering of content from traditional distribution is known as “Over the Top” and brings with it a host of business and legal issues. This panel will explore the opportunities and challenges of Over the Top, from the perspective of a programmer, a satellite TV distributor and two new media companies.

**MODERATOR**

**Brian J. Pass**  
Sheppard, Mullin, Richter &  
Hampton LLP

**PANELISTS**

**Aaron Broder**  
Co-Founder  
Chief Executive Officer  
Evolve Media Corp.

**Richard K. Glover**  
President  
Chief Executive Officer  
Funny or Die, Inc.

**SPEAKER**

**Jared Jussim**  
Executive Vice President,  
Legal Affairs  
Deputy General Counsel  
Sony Pictures Entertainment

**MODERATOR**

**Jonathan L. Handel**  
TroyGould

**PANELISTS**

**Bruce D. Eisen**  
Vice President, Online Content  
Development & Strategy  
DISH Network L.L.C.

**David Hyman**  
General Counsel  
Netflix, Inc.

**Robert Kyncl**  
Vice President, TV and Film  
Google

**Rita L. Tuzon**  
Executive Vice President  
General Counsel  
Fox Networks Group



# Luncheon Keynote Speaker

**STACEY SNIDER**

Partner, Co-Chairman and Chief Executive Officer  
DreamWorks Studios

STACEY SNIDER is a partner of DreamWorks Studios with Steven Spielberg, and serves as its Co-Chairman and CEO. She oversees the creative and financial aspects of all film development and production in addition to the company's business strategy.

Some of DreamWorks' notable releases have included "Cowboys & Aliens" (a co-production with Universal Studios), "Flags of Our Fathers," "Letters from Iwo Jima," "Dreamgirls," "The Kite Runner," "Sweeney Todd" (a co-production with Warner Bros.), "Norbit," "Blades of Glory," "Disturbia" and "Transformers."

Ms. Snider joined DreamWorks in 2006. Prior to joining DreamWorks, Ms. Snider served as Chairman of Universal Pictures where she oversaw all domestic and international business units of Universal Pictures, Focus Features, Universal Home Video and Universal Pictures Franchise Development. Her responsibilities included production, distribution and marketing, as well as acquisitions, strategic planning, finance and business development.

Before she came to Universal, Ms. Snider was President of TriStar Pictures. She came to TriStar after serving as Executive Vice-President of Guber Peters Entertainment.

Ms. Snider serves on the boards of City Year, a national youth service organization, the Special Olympics of Southern California and the American Film Institute. In 2004, the American Jewish Committee honored Ms. Snider with the Dorothy and Sherrill C. Corwin Human Relations Award for her professional and civic endeavors.

She is a graduate of the University of Pennsylvania and UCLA Law School.

**12:45 PM**

## **Luncheon and Keynote Presentation**

Join Bruce Ramer in an interview with Stacey Snider, Partner, Co-Chairman and Chief Executive Officer of DreamWorks Studios, as they discuss the current landscape of the entertainment industry.

**Stacey Snider**  
Partner  
Co-Chairman  
Chief Executive Officer  
DreamWorks Studios

**Bruce M. Ramer**  
Gang, Tyre, Ramer & Brown, Inc.

# PMP Program

2011 INSTITUTE ON

## ENTERTAINMENT LAW AND BUSINESS

02:15

**2:15 PM**

### Afternoon Panels – First Session

The following sessions will run concurrently  
and repeat at 3:30 PM.

#### **Back to the Basics:** Complex TV Rights Deals

Join a discussion among television studio, network and rights holder representatives regarding fees, royalties, credit, holdbacks and other material deal points for high-end format (reality and scripted), trademark (e.g., Playboy and Pan Am) and book (e.g., John Grisham) deals. Highlighted issues will include how to deal with recurring characters in a series of books or graphic novels when you are only acquiring one such book or graphic novel, obtaining a waiver of moral rights for an EU format or book, and distribution issues when acquiring a format to an international series still in production and/or distribution.

#### **MODERATOR**

**Jody Simon**

Peter, Rubin & Simon, LLP

#### **PANELISTS**

**Melinda Benedek**

Executive Vice President,  
Business Affairs and Production  
Showtime Networks

**Sandra M. Ortiz**

Senior Vice President,  
Business Affairs  
Twentieth Century Fox Television

**Craig Wagner**

Executive Vice President,  
Business Affairs  
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Paradigm

**continued>>>**

## syllabus

Your registration fee includes a practical and up-to-date analysis of Institute topics prepared by our speakers and Syllabus Committee in either print or CD-ROM format. Additional copies of the Syllabus may be purchased after the Institute for \$150 each (print format) or \$60 each (CD-ROM format), subject to availability. You may also order online at <http://law.usc.edu/cle/entertainment>. For more information, email [cle@law.usc.edu](mailto:cle@law.usc.edu) or call (213) 743-1772.

## Digital Distribution of Music

This panel of experts will focus on getting sound recording masters (such as stand-alone recordings and film and TV soundtracks) to market, minimum billing and other criteria for acceptance of product, typical distribution fee ranges, the scope of distributor services available, territory considerations, strategies for release scheduling, aggregator distribution services, the significance of physical goods, direct to digital retail alternatives (e.g., iTunes, Amazon.com and Spotify), marketing requirements and collections.

## Lawyering on the Outside:

Electronic Communication and Social Networking vs. Ethics and Professional Responsibility – Can They Co-Exist?

Lawyers must understand and comply with the expanding breadth, scope, nuances and application of their ethical and professional responsibilities in this age of rapidly evolving and increasingly public electronic communications. The panel will discuss issues (from in house and outside counsels' perspectives) related to the attorney-client privilege, duties of loyalty and confidentiality, formulation of attorney-client relationships, contact with represented parties, ethical advertising, multi-jurisdictional and trans-national practice of law and the unauthorized practice of law. The panel will review these issues in the context of common modern technology used in the practice of law (including cloud computing, the virtual law office, the use of email, cell phones and text messaging with clients) and social networking (including Facebook, Twitter and LinkedIn)..

 1.0 HOUR OF LEGAL ETHICS CREDIT AVAILABLE

### MODERATOR

**Thomas A. White**  
Consultant  
Record and Music  
Publishing Industries

### PANELISTS

**Christian L. Castle**  
Managing Partner  
Christian L. Castle Attorneys

**Steven Corn**  
Chief Executive Officer  
BFM Digital

**Jonathan Earp**  
Vice President,  
Business & Legal Affairs  
IODA  
San Francisco, CA

**Joshua M. Kamzan**  
Director, Business & Legal Affairs  
EMI Music North America

### MODERATOR

**Judith A. Gilbert**  
Former Vice President  
State Bar of California

### PANELISTS

**Tanya L. Forsheit**  
InfoLawGroup LLP

**Browning E. Marean III**  
Senior Counsel  
DLA Piper  
San Diego, CA

**Wendy L. Patrick**  
Deputy District Attorney  
Office of the District Attorney  
San Diego, CA

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## **Litigation Advice for Transactional Lawyers:**

Common Litigation Risks Raised by  
Development and Production

Hear a panel of litigation experts discuss how to identify and manage risks that typically arise during the development and production of TV and motion picture projects. Among other topics, our esteemed panelists will address litigation exposure from projects that focus on real people or events, and from projects that use or refer to someone else's trademarks, copyrighted works or non-copyrightable ideas.

## **Merchandising from Wholesale to Retail**

Learn from industry experts how the business works and is evolving. Find out what deals are being made from the studio, branding and arena perspectives.

**3:15 PM**

**Networking Dessert Break**

**3:30 PM**

**Afternoon Panels – Second Session**

The concurrent sessions held at  
2:15 PM repeat at 3:30 PM.  
Attend a second session of your choice!

**4:30 PM adjournment<<<**

### **MODERATOR**

**Steven G. Krone**

Professor of Law

Southwestern Law School

Of Counsel

Mitchell, Silberberg & Knupp LLP

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Executive Vice President,

Business & Legal Affairs

Lions Gate Entertainment

**David Halberstadter**

Katten Muchin Rosenman LLP

**Zazi Pope**

Senior Vice President

Deputy General Counsel

Warner Bros. Entertainment Inc.

### **MODERATOR**

**Danny Simon**

President

Chief Executive Officer

The Licensing Group Ltd

### **PANELISTS**

**Milt Arenson**

President

Chief Executive Officer

Facility Merchandising, Inc.

**Ken Markman**

Managing Partner

Chief Executive Officer

KKM Global Brand Strategies

**Brian Siegel**

Director, Franchise Development

& Marketing

The Walt Disney Company

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Executive Vice President Content

Age of Learning, Inc.

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# upcoming USC Law programs

## TRUST AND ESTATE

Friday, November 18, 2011  
Wilshire Grand Los Angeles  
Los Angeles, California

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## CORPORATE COUNSEL

Wednesday, December 7, 2011  
Private Club  
Los Angeles, California

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## TAX

Monday – Wednesday, January 23-25, 2012  
Millennium Biltmore Hotel  
Los Angeles, California

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## REAL ESTATE LAW AND BUSINESS

Thursday, March 8, 2012  
Private Club  
Los Angeles, California

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## INTELLECTUAL PROPERTY

Thursday, March 15, 2012  
The Beverly Hills Hotel  
Beverly Hills, California

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## continuing education credits

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**ATTORNEYS.** Minimum Continuing Legal Education (MCLE): USC Gould School of Law, a State Bar of California-approved MCLE provider, certifies that this activity qualifies for minimum continuing legal education credit in the amount of 5.75 hours, of which 1 hour may apply to legal ethics credit. This event may or may not meet the requirements for continuing legal education in other states. Please check with the bar association or Supreme Court in the state in which you are seeking credit to determine if this event is eligible.

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**ACCOUNTANTS.** Continuing Professional Education (CPE): This program meets the guidelines set by the California State Board of Accountancy in the amount of 5 hours.

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**Steve Vaughan**  
CBS Home Entertainment

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## contact information

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1149 South Hill Street, Suite 340  
Los Angeles, California 90015  
Telephone: (213) 743-1772  
Facsimile: (213) 743-1830  
Email: [cle@law.usc.edu](mailto:cle@law.usc.edu)

Office hours are 9:00 a.m. to 5:00 p.m. Pacific time  
Visit our website at <http://law.usc.edu/cle>





## frequently asked questions

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The registration fees are outlined on the inside back cover of this brochure. Your fee includes all Institute sessions, the luncheon with Stacey Snider, all refreshment breaks, parking for the Institute, and a copy of the Institute Syllabus in either print or CD-ROM format. Early registration is encouraged as space is limited and recent Institutes have sold out.

### BADGE PICK UP

All badges are held at Will Call, which is located in front of Bovard Auditorium from 7:30 a.m. until 12:30 p.m. and in the lobby of the USC Gould School of Law from 12:45 p.m. until 4:30 p.m.

### REFUNDS

All requests for refunds will be processed following the Institute. Any request must be in writing and postmarked, emailed, or faxed no later than **October 7, 2011**. Refund requests may be mailed to IELB Refunds, USC Gould School of Law – Continuing Legal Education, 1149 South Hill Street, Suite 340, Los Angeles, California 90015; emailed to [cle@law.usc.edu](mailto:cle@law.usc.edu); or faxed to **(213) 743-1830**. All refund requests must be accompanied by the registrant's Social Security Number (or Federal Tax Identification Number for a firm or corporation). A processing fee of \$100 (\$25 for student registrations) will be deducted from all refunds.

### SPECIAL REQUIREMENTS

Please contact the USC Gould School of Law at **(213) 743-1772** or email [cle@law.usc.edu](mailto:cle@law.usc.edu) regarding any special dietary or access needs.

### LOCATION, PARKING AND HOTEL ACCOMMODATIONS

The Institute will be held at the beautiful University of Southern California University Park Campus. Learn more about USC at <http://www.usc.edu>.

Complimentary parking is available at the University Park Campus. We will email detailed parking instructions with your registration confirmation.

For information regarding hotel accommodations, please contact our office at **(213) 743-1772** or visit our website at <http://law.usc.edu/cle/entertainment>.

### DRESS CODE

The dress for the Institute is business casual attire. Comfortable shoes are advised for walking around the University Park Campus.

### EXHIBITORS

USC Law invites you to exhibit at the Institute. Because exhibitor space is limited, reserve your space as soon as possible. Please visit our website at <http://law.usc.edu/cle/entertainment> for more information or call the USC Gould School of Law Continuing Legal Education office at **(213) 743-1772** with questions.

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2011 INSTITUTE ON **ENTERTAINMENT LAW AND BUSINESS**  
SATURDAY, OCTOBER 22, 2011 | USC UNIVERSITY PARK CAMPUS

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Los Angeles, California 90015

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