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SATURDAY, OCTOBER 17, 2015

7:30 AM
Registration and Continental Breakfast
USC Bovard Auditorium

8:50 AM
Welcome and Introductions

9:00 AM
The Industry: Trends, Fads and Transformation (Part V)

9:45 AM
China: Far and Here

11:00 AM
Networking Break
Sponsored by SESAC, Inc.

11:15 AM
From Webisodes to House of Cards: Negotiating for Talent in the Made-for-Internet World

12:15 PM
What is TV? From Three Networks to an Ever-Expanding Universe

1:00 PM
Morning Program Adjournment

1:05 PM
Luncheon and Keynote Presentation
Interview with Norman Lear
USC Ronald Tutor Campus Center Ballroom

2:30 PM
Afternoon Panels – First Session
USC Gould School of Law
Avoiding Liability: 101 Ways to Not Get Sued
Entertainment Litigation Lines: Drawn, Crossed, and Blurred
Legal Ethics and Cybersecurity
Take it Down or Get it Up: Protecting Your Clients on Social Media
The Search for Revenue Stability in the Evolving Music Market

3:30 PM
Networking Dessert Break
Sponsored by Aerlex Law Group

3:45 PM
Afternoon Panels – Second Session
USC Gould School of Law
Avoiding Liability: 101 Ways to Not Get Sued
Entertainment Litigation Lines: Drawn, Crossed, and Blurred
Legal Ethics and Cybersecurity
Take it Down or Get it Up: Protecting Your Clients on Social Media
The Search for Revenue Stability in the Evolving Music Market

4:45 PM
Adjournment
8:50 AM  
**Welcome and Introductions**  
*USC Bovard Auditorium*

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Institute Executive Director  
Assistant Dean, Continuing Legal Education  
USC Gould School of Law

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9:00 AM  
**The Industry: Trends, Fads and Transformation (Part V)**  
Continuing the discussion which began with the 2011 Institute, Jeffrey Cole provides highlights from his ongoing study of how the Internet and computers impact content and society. Using data from the study, he provides eye-opening facts on consumers’ use of media, including the scope of user-generated and professionally-produced content and its effect on traditional media content.

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9:45 AM  
**China: Far and Here**  
In-the-know speakers explore certain general realities of doing business in China – from cultural differences to various nuances in business and legal practices – to better prepare U.S. dealmakers and lawyers in navigating this far away booming economy. The panelists also address the influx of Chinese money into Hollywood – how to find it, how to know you really have it, how to keep it coming, and the associated risks and rewards.

---

**SPEAKERS**

Jeffrey Cole, Ph.D.  
Director  
Center for the Digital Future  
Research Professor  
USC Annenberg School for Communication and Journalism

Lindsay Conner  
Manatt, Phelps & Phillips, LLP

Chris Fenton  
President  
DMG Entertainment Motion Picture Group  
General Manager  
DMG North America

Noah Fogelson  
Executive Vice President, Corporate Development  
General Counsel  
STX Entertainment

Jonah Greenberg  
Managing Director, China  
Creative Artists Agency

**MODERATOR**

Joseph M. Barbeau  
Gibson, Dunn & Crutcher LLP
From Webisodes to House of Cards: Negotiating for Talent in the Made-for-Internet World

Talent representatives are facing the most radical shift in decades as their clients are not only creating content for themselves (like Funny or Die) but also for established multi-billion dollar Internet companies (like Amazon, YouTube, and Hulu) who are plunging into Internet distribution of network-competitive original content with top tier talent. This panel explores the business models for both self-created and licensed content and how these new models impact talent compensation and creative controls. How are the Guilds keeping up with these changes and what effect are the new models having on traditional network/cable/pay TV models? How can agents and lawyers translate client box-office success into stronger deals? These experts highlight defining aspects of these “new-player” models.

SPEAKERS
Mike Farah
President of Production
Funny or Die
Philip Matthys
Head of Business Affairs, Original Series
Hulu
Jonathan D. Moonves
Del Shaw Moonves Tanaka
Finkelstein & Lezcano
Sandra Stern
President
Lionsgate TV
Amy Weiss
Executive Vice President, Business Affairs/Manager
Brillstein Entertainment Partners

MODERATOR
C.J. Vranca
Vice President, Business & Legal Affairs
Bunim/Murray Productions

What is TV? From Three Networks to an Ever-Expanding Universe

Traditional ad-supported free television has been diminishing for decades, being replaced by an expanding a la carte content menu viewable over the Internet on mobile and in-home devices. This seismic shift shows no signs of slowing and is spreading throughout the world, with traditional “tech” companies becoming important content providers, sometimes on their own or other times merging with telecoms. This noted expert explores the effects of “unbundling” in the cable and Internet businesses worldwide, highlights some recent strategic mergers, “mega deals,” and partnerships, and identifies emerging business models which affect consumer choice, pricing, and corporate profits.

SPEAKER
Seth Shapiro
Adjunct Professor
USC School of Cinematic Arts
Governor
The Television Academy

Morning Program Adjournment

continued>>>
NORMAN LEAR has enjoyed a long career in television and film, and as a political and social activist and philanthropist.

Mr. Lear began his television writing career in 1950, writing for such shows as *The Ford Star Revue*, *The Colgate Comedy Hour*, *The Martha Raye Show*, *The Tennessee Ernie Ford Show*, and *The George Gobel Show*.

In 1958, Mr. Lear teamed with director Bud Yorkin to form Tandem Productions. Together they produced several feature films, with Mr. Lear taking on roles as executive producer, writer, and director. He was nominated for an Academy Award in 1967 for his script for *Divorce American Style*. In 1970, CBS signed with Tandem to produce *All in the Family*, which ran for nine seasons and earned four Emmy Awards for Best Comedy Series and the Peabody Award. *All in the Family* was followed by a succession of other hit television shows including *Maude*, *Sanford and Son*, *Good Times*, *The Jeffersons*, *One Day at a Time*, and *Mary Hartman, Mary Hartman*.

In 1982, Tandem Productions and Mr. Lear’s other company, T.A.T. Communications, were folded into Embassy Communications, which was sold in 1985. Mr. Lear then created Act III Communications, a multimedia holding company with interests in television, motion pictures, and licensing, of which he is the Chairman.

Mr. Lear formed People For the American Way, a non-profit organization designed to speak out for Bill of Rights guarantees and to monitor violations of Constitutional freedoms. Mr. Lear has also founded other nonprofit organizations such as the Business Enterprise Trust, the Norman Lear Center at the USC Annenberg School for Communication and Journalism, and the Environmental Media Association. He launched Declare Yourself, a nonpartisan youth voter initiative that registered well over four million new young voters in the 2004, 2006, and 2008 elections.

In 1999, President Clinton bestowed the National Medal of Arts on Mr. Lear, noting that “Norman Lear has held up a mirror to American society and changed the way we look at it.” He also has the distinction of being among the first seven television pioneers inducted in 1984 into the Television Academy Hall of Fame.

Mr. Lear’s memoir, *Even This I Get To Experience*, was published in October 2014 by The Penguin Press.
2:30 PM  
Afternoon Panels – First Session  
USC Gould School of Law

Avoiding Liability:  
101 Ways to Not Get Sued  
Treachurous terrain, high stakes challenges,  
and stolen shots bring excitement and vitality as well as increased risk to independent films,  
reality TV, and digital series. This panel provides an in-depth look at commonly overlooked risks  
and the insurance that covers them. Learn how established players assess the risk, cover the risk,  
and manage the inevitable bumps and hiccups on the road to production and distribution.

Entertainment Litigation Lines:  
Drawn, Crossed, and Blurred  
What has been going on in those court (and jury) rooms? Join our panel of litigation experts as they read between the lines of recent cases involving copyright infringement, fair use, pre-’72 recordings, streaming rights and royalties, right of publicity, and film financing, and find out what you and your clients need to know.

Legal Ethics and Cybersecurity  
Attorneys have ethical obligations arising out of the increased use of technology in the practice of law and what the ethical rules require to combat evolving technology threats to law firms and in-house legal departments (either directly or indirectly through their parent companies). The panel focuses on the anatomy of data breaches, how lawyers can proactively manage the risks, and how to plan for and respond to a data breach if and when proactive efforts are thwarted.

The following sessions will run concurrently and repeat at 3:45 PM.

SPEAKERS  
Jeff Egan  
Vice President, Feature Production Safety  
Warner Bros. Studio Facilities

Brian M. Kingman  
Managing Director, Gallagher Entertainment  
Arthur J. Gallagher & Co.

Marlo Lyons  
Vice President  
Viacom Media Networks

MODERATOR  
Deborah A. Henderson  
General Counsel  
Zodiak USA

SPEAKERS  
Laura W. Brill  
Kendall Brill & Kelly LLP

Russell J. Frackman  
Mitchell Silberberg & Knupp LLP

Edwin F. McPherson  
McPherson Rane LLP

MODERATOR  
Vincent H. Chieffo  
Greenberg Traurig, LLP

SPEAKERS  
Richard T. Egger  
Best Best & Krieger LLP

Tanya L. Forsheit  
BakerHostetler

Scott B. Garner  
Morgan, Lewis & Bockius LLP

Tracy L. Wilkison  
Assistant United States Attorney  
Chief, Cyber and IP Crimes Section  
United States Attorney’s Office (C.D. Cal.)

MODERATOR  
Wendy Wen Yun Chang  
Hinshaw & Culbertson LLP

INTRODUCER  
Judith A. Gilbert  
Former Vice President  
State Bar of California
The Search for Revenue Stability in the Evolving Music Market

With consumer fragmentation and many demand variables, what are music’s key revenue streams, which are the most sustainable now, and which are the most susceptible to probable growth? In today’s economy, what revenue ranges are associated with hit and mainstream catalogue product? How will broadcasters and other public performance licensees, music publishers and songwriters be affected by possible consent decree modifications, and emerging entrants in PRO services, and how will the music industry as a whole be impacted by free market mechanical rates? These front line panelists share the answers to these questions and more.

SPEAKERS
Cedar Boschan
Founder
Boschan Corp.

Todd Brabec
Author, Music Money and Success
Former Executive Vice President, ASCAP

Kent C. Liu
Vice President, Business Affairs
Rhino Entertainment,
a Warner Music Group Company

MODERATOR
Tess Taylor
President
National Association of Record Industry Professionals

3:30 PM
Networking Dessert Break

Take it Down or Get it Up: Protecting Your Clients on Social Media

Social media provides great publicity opportunities for clients who want to reach out directly to their fans and to consumers. Unfortunately, social media is also a boon for unauthorized uses of clients’ names, likenesses, and intellectual property. This panel covers practical advice on how to remove the content your clients want to remove and how to promote the content they want to promote. Topics include how to help your clients take down unwanted content (tips, tricks, and practical fixes to remove infringing or damaging items), an outline of their legal rights and remedies, and how to assist your clients in maximizing social media to meet their business needs.

SPEAKERS
Bianca J. Levin
Gang, Tyre, Ramer & Brown, Inc.

Martin D. Singer
Lavely & Singer P.C.

MODERATOR
Howard B. Bragman
Chairman
Fifteen Minutes Public Relations

syllabus

Your registration fee includes a practical and up-to-date analysis of Institute topics prepared by our speakers and Syllabus Committee transmitted via an electronic download prior to the Institute. A limited quantity of print volumes will be available for purchase at a discounted price when you register for the Institute, as set forth on the inside back cover of this brochure. The Syllabus will also be available for purchase online after the Institute at http://law.usc.edu/cle/entertainment for $60 (electronic download format) or $150 (print format) subject to availability. For more information, email cle@law.usc.edu or call our office at (213) 821-3580.
3:45 PM
Afternoon Panels – Second Session
The concurrent sessions held at 2:30 PM repeat at 3:45 PM.
Attend a second session of your choice!

Avoiding Liability:
101 Ways to Not Get Sued

Entertainment Litigation Lines:
Drawn, Crossed, and Blurred

Legal Ethics and Cybersecurity
1.0 HOUR OF MCLE LEGAL ETHICS CREDIT AVAILABLE

Take it Down or Get it Up: Protecting Your Clients on Social Media

The Search for Revenue Stability in the Evolving Music Market

4:45 PM adjournment

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CBS Television Studios

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Artist Rights Consultant

Daniel M. Yankelevits
Senior Vice President, Legal Affairs
Sony Pictures Entertainment

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Age of Learning, Inc.

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USC Gould School of Law students can earn academic credit through the “entertainment practicum,” in which students acquire practical experience in the legal departments of media and entertainment firms. Interested in learning more about this opportunity? Contact Professor Scott Altman at saltman@law.usc.edu.
USC Gould School of Law programs

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Tuesday, February 9, 2016
Fairmont Miramar Hotel & Bungalows
Santa Monica, California

REAL ESTATE LAW AND BUSINESS
Thursday, March 10, 2016
Jonathan Club
Los Angeles, California

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The registration fees are outlined on the inside back cover of this brochure. Your fee includes all sessions, the luncheon with Norman Lear at the USC Ronald Tutor Campus Center Ballroom, all refreshment breaks, parking, and an electronic download of the Institute Syllabus. Early registration is encouraged as space is limited and the Institute typically sells out.

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registration form

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Saturday, October 17, 2015 | USC University Park Campus

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2015 INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS

The New Deal in Town:
Knowing When to Hold and When to Fold

Don't Miss Luncheon Keynote NORMAN LEAR!

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