USC UNIVERSITY PARK CAMPUS  
LOS ANGELES, CALIFORNIA  
SATURDAY  
OCTOBER 21, 2017

2017 INSTITUTE ON  
ENTERTAINMENT LAW  
AND BUSINESS

KEYNOTE SPEAKER  
BEN SHERWOOD  
CO-CHAIRMAN, DISNEY MEDIA NETWORKS  
PRESIDENT, DISNEY/ABC TELEVISION GROUP

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

It’s All About the Money:  
Shifting Revenue in the Digital Age  
#USCLawEnt
network
Join over 800 of the Industry’s prime movers for an unrivaled networking and learning opportunity.

get the inside scoop
Whether you are a lawyer, executive, agent, producer or accountant, you will get up-to-date information you need to navigate the Industry successfully.

don’t miss out
For almost 60 years, the USC-BHBA Institute on Entertainment Law and Business has been the premiere conference in the nation for entertainment professionals. Join the Industry’s most powerful players for an in-depth examination of the hottest entertainment law issues, latest deals and up-to-the-minute business perspectives.

sign up now!
REGISTER ONLINE http://gould.usc.edu/cle/entertainment

sponsors and contributors
The USC Gould School of Law, the Beverly Hills Bar Association and the Institute Planning Committee gratefully acknowledge the Institute sponsors and contributors:

SPONSORS
Aerlex Law Group
DLA Piper
Gang, Tyre, Ramer & Brown, Inc.
Gibson, Dunn & Crutcher LLP
Glaser Weil LLP
Green Hasson Janks
Greenberg Traurig, LLP
Katten Muchin Rosenman LLP
Kelley Drye & Warren LLP
Latham & Watkins LLP
Loeb & Loeb LLP
Madison Wells Media
Manatt, Phelps & Phillips, LLP
O’Melveny & Myers LLP
SESAC, Inc.
Sheppard, Mullin, Richter & Hampton LLP
Sidley Austin LLP
Lawrence J. Ulman
Ziffren Brittenham LLP

CONTRIBUTORS
ABA Forum on Entertainment and Sports Industries
The Association of Media & Entertainment Counsel
Association of Talent Agents
California Lawyers for the Arts
National Association of Record Industry Professionals
Television Academy

For a complete and up-to-date list of Institute sponsors and contributors, please visit our website at http://gould.usc.edu/cle/entertainment
AM Program

8:45 AM
Welcome and Introductions
USC Bovard Auditorium
Bruce M. Ramer
Institute Chair
Gang, Tyre, Ramer & Brown, Inc.
Mark E. Halloran
Institute Co-Chair
Mary S. Ledding
Institute Co-Chair
Leeanna Izuel
Institute Executive Director
Associate Dean, Continuing Legal Education
USC Gould School of Law
Marc R. Staenberg
Chief Executive Officer
Beverly Hills Bar Association & Foundation

9:00 AM
The Industry: Trends, Fads and Transformation
Returning again this year is our digital and entertainment futurist, Jeff Cole, sharing highlights from his ongoing study of how the Internet impacts 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.

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

9:45 AM
Where the Money Is in Music These Days
Four leading practitioners, all connected to world class musical talent, will observe, from different perspectives, paradigm shifts in supply and demand; content delivery systems; market concentration; talent monetization and product deal structures; evolving business models; and dynamic interaction with music consumers. Together they will share their insights on where the best and most reliable revenue streams and growth opportunities are, and how they are likely to materialize in the years to come.

Marc Geiger
Worldwide Head of Music
WME Entertainment
Jeffrey S. Harleston
General Counsel
Executive Vice President, Business and Legal Affairs
Universal Music Group
Ron Laffitte
President
Patriot Management

MODERATOR
Donald S. Passman
Gang, Tyre, Ramer & Brown, Inc.

10:45 AM
Networking Break

Sponsored by SESAC, Inc.

Follow USC Gould Continuing Legal Education on (@USCGouldCLE)
11:00 AM
Hidden Figures: Profit Participations in a Studio-Dominated Foreign, Digital and Vertical World
The messy world of the “back-end” and the “waterfall” is examined in this all-hands panel that looks at major issues from the viewpoints of the studio/distributor, the talent, the auditor and the litigator. Current and future issues in participations include continued vertical integration; premium video on demand; what is included in home entertainment; and audit restrictions (including access to foreign information and tolling of audit statutes).

12:00 PM
Popularity Is Where the Money Is: The Economics of Branding Deals in the Social Media Age
Popularity drives stardom. It brings endorsements, sponsorships, licensing and branding. Social media is rapidly changing the entertainment landscape for both traditional movie and TV stars and digitally native talent, having created new popularity matrices (e.g., Instagram followers) as well as generating new revenue streams for sponsors of products on the Internet. Hear a panel of experts discuss emerging trends and how the “likeability factor” drives celebrity status. The panel will explore how popularity is measured both online and offline and what the new financial opportunities for purveyors of their images look like. Learn how these deals are structured, the legal pitfalls for online “talent” and how they are addressed. A lot of popularity and a little creativity can lead to substantial financial success.

1:00 PM
Morning Program Adjournment

1:20 PM
Luncheon and Keynote Presentation: Interview with Ben Sherwood
USC Ronald Tutor Campus Center Ballroom
Join Disney Media Networks Co-Chairman Ben Sherwood for a 30 minute conversation with Bruce Ramer about the current landscape of the entertainment industry.

Erik Hyman
Loeb & Loeb LLP
Mark D. Passin
Robins Kaplan LLP
Mansi K. Shah
Vice President, Senior Participations Counsel
Warner Bros. Entertainment
MODERATOR
Steven D. Sills
Green Hasson Janks

Heather Kamins
Senior Vice President, CAA-GBG Global Brand Management Group
Sara Perry
Vice President, Head of Marketing
Universal Filmed Entertainment Group
Kimberly B. Rosenblum
Weintraub Tobin
MODERATOR
Jenna Z. Gambaro
Business Affairs Executive
Creative Artists Agency

Heather Kamins
Senior Vice President, Business and Legal Affairs
CAA-GBG Global Brand Management Group
Sara Perry
Vice President, Head of Marketing
Universal Filmed Entertainment Group
Kimberly B. Rosenblum
Weintraub Tobin
MODERATOR
Jenna Z. Gambaro
Business Affairs Executive
Creative Artists Agency

Ben Sherwood
Co-Chairman, Disney Media Networks
President, Disney/ABC Television Group
Bruce M. Ramer
Gang, Tyre, Ramer & Brown, Inc.

continuing education credits

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 6.25 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.

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

A letterindicates the number of hours of MCLE legal ethics credit available for a particular session.
As Co-Chairman, Disney Media Networks, and President, Disney/ABC Television Group, Mr. Sherwood oversees The Walt Disney Company’s global entertainment and news television properties, owned television stations group and radio business. This includes ABC Studios, a global leader in the development, production and distribution of entertainment content across broadcast, cable and on-demand platforms; the ABC Owned Television Stations Group; the ABC Television Network, which provides entertainment, news and kids programming to viewers via more than 200 affiliated stations across the U.S.; Disney Channels Worldwide, a portfolio of 116 kid-driven, family-inclusive entertainment channels; Radio Disney; and millennial-targeted cable network Freeform. Disney/ABC Home Entertainment and Television Distribution and Disney Media Distribution round out the portfolio. Mr. Sherwood also oversees the Company’s equity interests in A+E Networks and Hulu. The Disney/ABC portfolio is responsible for the creation of more than 24,000 hours of original content each year.

Prior to this, Mr. Sherwood was president, ABC News, a position he had held since December 2010. Mr. Sherwood began his career in journalism in 1989 when he joined ABC News as an investigative associate producer and then producer for ABC News’ “PrimeTime Live.” In 1997, he joined NBC’s “Nightly News with Tom Brokaw,” first as broadcast producer, then senior producer, and ultimately senior broadcast producer. Mr. Sherwood returned to ABC News in April 2004 as executive producer of “Good Morning America.”


Mr. Sherwood earned an A.B. degree in American government and history from Harvard College, where he graduated Phi Beta Kappa. He was a Rhodes Scholar at Magdalen College, Oxford, where he earned master’s degrees in British imperial history and development economics.
Foreign Financing and Distribution in an Evolving Market

With the continuing consolidation of traditional media groups and the rapid growth of powerful new players such as Amazon and Netflix, all seeking to build worldwide footprints, tension is developing between global and national forces at play in foreign sales markets. This panel will provide an overview of the current state of the European and Asian markets. It will drill down into certain hot topics such as the impact of Brexit and recent cases involving European Union competition laws, as well as the influence of the continued growth of the Chinese box office, all of which may upset traditional territorial models underlying the financing and distribution of feature films and television programming.

The Language Labyrinth: Hollywood Terms of Art

This panel will explain some of the unique terms used in Hollywood deals, viewed through the lens of a typical network prime time, scripted creator/show runner agreement. Our experts will explore the process of negotiation using industry “shorthand” that can confuse rather than clarify complex concepts, viewed from various perspectives: networks, studios, agencies and talent lawyers. Some vexatious items to be examined include: “First Negotiation and First/Last Refusal”; “First Look”; “If-Come”; “Pay or Play” vs. “Pay and Play”; “Separated Rights”; “Upset Price”; “Production Season”; “Broadcast Season” and “Production Cycle”; “100 over 5”; “Pro Rata” vs. “Pari Passu”; “MAGR”; and “Net Proceeds” vs. “Net Profits.”

Litigation Update: 2017 Version

Top litigators will update you on recent net profits cases and new case law involving statutes of limitations; current developments in copyright infringement and idea theft cases; issues regarding producer partners who end up in disputes with each other; defamation actions; and the emergence of alternative dispute resolution as the prevalent dispute resolution mechanism at play in the entertainment industry.

The following sessions will run concurrently and repeat at 4:00 PM.

Ken Daly
Sidley Austin LLP
Brussels, Belgium

Chia-Chi Li
Director – Content and Technology Transactions Groups
Tencent
Shanghai, China

Marc Schaberg
President
Chief Operating Officer
Sierra/Affinity

MODERATOR
Nadia Davari
Law Offices of Nadia Davari

Julia R. Johnson
Executive Vice President
Business & Legal Affairs
General Counsel
APA

Tara Kole
Gang, Tyre, Ramer & Brown, Inc.

Gavin Wise
Senior Vice President, Business & Legal Affairs
Starz Entertainment

MODERATOR
Jody C. Zucker
Senior Vice President, Legal Affairs
General Counsel
Warner Bros. Television

Marcia J. Harris
Robins Kaplan LLP

Alonzo Wickers IV
Davis Wright Tremaine LLP

MODERATORS
Neville L. Johnson
Johnson & Johnson LLP

Stanton “Larry” Stein
DLA Piper

continued>>>
Guild Update
The Industry avoided a labor shutdown within the last year when the DGA, WGA and SAG-AFTRA reached new pacts with the studios and producers. Our panelists were in the rooms when these deals happened and will provide an update on what’s new in the latest agreements and how the deals were done. They will also explore the issues looming on the horizon as the Industry continues to change and adapt to new technology and business models.

What is the “Heartland” of Attorney-Client Privilege?
Recent Developments Concerning the Privilege
The attorney-client privilege is a cornerstone of American jurisprudence and of the attorney-client relationship. Last year, the California Supreme Court issued a decision that seemed to examine it in a new light, potentially eroding the privilege. Is the privilege still sacrosanct? Does the strength of the privilege depend on the forum? We will discuss several decisions and verdicts involving in-house counsel’s use of privileged information in claims for retaliation or wrongful termination; the issues presented when a client’s capacity becomes impaired; and extension of the privilege to a client’s agents, managers, publicists and others.

3:45 PM
Networking Dessert Break

4:00 PM
Afternoon Panels – Second Session
The concurrent sessions held at 2:45 PM repeat at 4:00 PM. Attend a second session of your choice!

5:00 PM
adjournment

1 HOUR OF MCLE LEGAL ETHICS CREDIT AVAILABLE

Sponsored by Aerlex Law Group

http://gould.usc.edu/cle/entertainment
planning committee

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

Mark E. Halloran
CO-CHAIR

Mary S. Ledding
CO-CHAIR

Leeanza Izuel
EXECUTIVE DIRECTOR
Associate Dean, Continuing Legal Education
USC Gould School of Law

Merav Broder
Broder Law Group

Joseph A. Calabrese
Latham & Watkins LLP

Vincent H. Chieffo
Greenberg Traurig, LLP

Shaun C. Clark
Sheppard, Mullin, Richter & Hampton LLP

Judith C. Dornstein
Law Offices of Judith C. Dornstein

Glenn D. Feig
Reeder & Feig LLP

Keith G. Fleer
Keith G. Fleer, A Professional Corporation

Uri Fleming
Senior Business Affairs Executive
Amazon Alternative

Jenna Z. Gambaro
Business Affairs Executive
Creative Artists Agency

Judith A. Gilbert
Former Vice President
State Bar of California

Rich Ginsburg
Richard F. Ginsburg,
Attorney at Law, Inc.

Steven Goldfisher
Law Offices of Steven J. Goldfisher

Justin M. Goldstein
Carlschmidt Ball LLP

Daniel D. Helberg
Senior Vice President,
Business & Legal Affairs
Shed Media US Inc.

Michael S. Hobel
Katten Muchin Rosenman LLP

Neville L. Johnson
Johnson & Johnson LLP

Ari Lanin
Gibson, Dunn & Crutcher LLP

Beth Millman
National Director,
Television Contracts
SAG-AFTRA

Christopher C. Murray
O’Melveny & Myers LLP

Gregg B. Ramer
Loeb & Loeb LLP

Barbara M. Rubin
Glaser Weil LLP

Alexander Rufus-Issacs
Rufus-Issacs, Acland & Grantham LLP

Steven D. Sills
Green Hasson Janks

Stanton “Larry” Stein
DLA Piper

Matthew C. Thompson
Sidley Austin LLP

Rik Toulon
Executive Vice President
General Counsel
CBS Films

Stephen E. Tsoneff
General Counsel
Head of Business Affairs
Madison Wells Media

Lawrence J. Ulman
Senior Vice President
NBCUniversal

Joel VanderKloot
Nelson Davis LLP

C.J. Vranca
Head of Legal and Business Affairs
Funny or Die

Ellen C. Waggoner
Vice President
Associate General Counsel
CBS Television Studios

Thomas A. White
Artist Rights Consultant

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

Stephanie Yost
Senior Executive Vice President,
Content Design and Production
Age of Learning, Inc.

Juliette C. Youngblood
Youngblood Group PC

syllabus committee

Nancy A. Bruington
COMMITTEE CO-CHAIR
Latham & Watkins LLP

Yula Chin
COMMITTEE CO-CHAIR
Riot Games

Anita Rivas
COMMITTEE CO-CHAIR
The Law Offices of Anita Rivas

Jonathan B. Atschul
Loeb & Loeb LLP

Doon Baqi
Warner Bros. Television

Eileen Barish
Creative Artists Agency

Arthur K. Chan
Gibson, Dunn & Crutcher LLP

Avi Dahan
Johnson & Johnson LLP

Lindsey Gleitman
Glaser Weil LLP

Erin Harris
Miramax

Joseph Infanzonino
Sony Pictures Entertainment,
International Film & Television

Azita Iskandar
Frankfurt Kurnit Klein & Selz PC

Sara Karubian
Amazon Studios

Joshua M. Keesan
Warner Bros. Pictures

Aaron M. Levine
Buchalter

Lisa Margolis
Warner Bros. Entertainment

Luis A. Patino
CBS Law Department – West Coast

David Albert Pierce
Pierce Law Group LLP

Pierre B. Pine
McPherson Rane LLP

Jordan Raphael
Byron | Raphael LLP

Brian C. Schaller
InfoLawGroup LLP

Joshua Shabani
Reeder & Feig LLP

Maryam Tashroutian
Warner Bros. Home Entertainment

Steven Vaughan
CBS Home Entertainment

Jennifer Westhoff Zayas
Annapurna Pictures
The Media, Entertainment & Technology Law Program at the USC Gould School of Law offers students a unique educational experience that addresses the complex mix of legal and business issues in content and technology markets. Our innovative curriculum prepares students for practice through courses in intellectual property and business law taught by our research faculty, skills and simulation workshops taught by senior transactional and litigation attorneys, practice experience through our Intellectual Property and Technology Law Clinic and internship opportunities at leading media and technology firms. Students who wish to specialize in entertainment law have the opportunity to earn a Certificate in Entertainment Law, including courses at the USC School of Cinematic Arts. Interested in learning more about our program, students and graduates? We encourage you to browse our website at http://gould.usc.edu/academics/certificates/entertainment/standalone/ or contact the Director, Professor Jonathan Barnett, at jbarnett@law.usc.edu. 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 Valerie Barreiro at vbarreiro@law.usc.edu.
REGISTRATION
The registration fees are outlined on the inside back cover of this brochure and include all sessions, the luncheon featuring Ben Sherwood, all refreshment breaks, parking, the Institute app (an online guide to the Institute) and an electronic download of the Institute Syllabus. Early registration is encouraged as space is limited and the Institute typically sells out.

CANCELLATIONS
All registrations and purchases are final and non-refundable.

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. Your registration fee includes parking at the University Park Campus. Detailed parking instructions will be emailed to you upon registration. For hotel accommodations information, please visit our website at http://gould.usc.edu/cle/entertainment or contact Wendy Wiley Willett at (213) 821-3579.

BADGE PICK UP
Badges will be held at Will Call, located in front of Bovard Auditorium from 7:30 a.m. until 12:45 p.m. and in the lobby of the USC Gould School of Law from 2:15 p.m. until 4:45 p.m. If you arrive just before the luncheon session, proceed directly to the USC Ronald Tutor Campus Center Ballroom and pick up your badge at the USC Gould School of Law after the luncheon.

DRESS CODE
We recommend business casual attire and comfortable shoes for walking around the University Park Campus.

EXHIBITORS
Exhibitor space is limited, so reserve your space as soon as possible. Visit our website at http://gould.usc.edu/cle/entertainment or call our office at (213) 821-3580.

SPECIAL REQUIREMENTS
Please contact the USC Gould Continuing Legal Education office at (213) 821-3580 or cle@law.usc.edu regarding any special access needs. To request a special luncheon meal, check the appropriate box in the registration form on the inside back cover of this brochure. The Institute cannot accommodate special meal requests without advance notification.

TRUST AND ESTATE
Friday, November 3, 2017
The Westin Bonaventure Hotel & Suites – Los Angeles, California

CORPORATE COUNSEL
Wednesday, December 6, 2017
California Club – Los Angeles, California (courtesy of Club member Michael C. Kelley)

TAX
Monday – Wednesday, January 29-31, 2018
Millennium Biltmore Hotel – Los Angeles, California

Email us at clereg@law.usc.edu to join our mailing list and receive the latest updates about our programs.
registration form

2017 INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS
Saturday, October 21, 2017 | USC University Park Campus

Registrant Name: ________________________________
Occupation/Title: ________________________________
Organization/Law School: __________________________
Address: ________________________________________
City: ___________________ State: _______ Zip: ________
Telephone: ___________________ Email: ____________________

☐ Check here if you do not want your contact information shared with Institute sponsors, contributors or partners.
☐ Check here if you are a USC Gould alumnus. Class Year: __________

SELECT REGISTRATION TYPE
☐ $395 Early Bird (sent on or before September 15, 2017)
☐ $435 Standard (sent after September 15, 2017)
☐ $350 Five or More from the Same Organization (each)
   (print registration forms must be submitted together)
☐ $100 Full-Time Law Student

PRINT SYLLABUS PURCHASE OPTION
☐ $50 Print Format – Advance Purchase Required
   (all registrants will receive an electronic download of the Institute syllabus;
   print copies are available for purchase while quantities last)

LUNCHEON MEAL – SPECIAL REQUEST
☐ Check here to request a gluten-free vegan luncheon meal (the only alternate meal option available).

SELECT PAYMENT METHOD
☐ Check: Please make checks payable to USC Gould School of Law and mail with completed registration form to:
   USC Gould Continuing Legal Education
   Entertainment Institute Registration
   1149 South Hill Street, Suite 340
   Los Angeles, CA 90015

☐ Credit Card: Register and pay online at http://gould.usc.edu/cle/entertainment
If you attended one of our recent Institutes you have an existing account linked to your email address. Passwords can be reset or sent to you.
Questions? Email cle@law.usc.edu or call (213) 821-3580.

contact information

USC Gould School of Law – Continuing Legal Education
1149 South Hill Street, Suite 340, Los Angeles, California 90015

TELEPHONE: (213) 821-3580
EMAIL: cle@law.usc.edu
WEBSITE: http://gould.usc.edu/cle

Office hours are 9:00 a.m. to 5:00 p.m. Pacific time
2017 INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS

It’s All About the Money: Shifting Revenue in the Digital Age

Don’t Miss Luncheon Keynote DISNEY’S BEN SHERWOOD!

Register online now at http://gould.usc.edu/cle/entertainment