

USC UNIVERSITY PARK CAMPUS  
LOS ANGELES, CALIFORNIA

SATURDAY  
OCTOBER 20, 2018

**USC Gould**  
School of Law

**Beverly Hills Bar Association**  
*Lead. Advocate. Serve.*

USC GOULD SCHOOL OF LAW – BEVERLY HILLS BAR ASSOCIATION

# 60TH ANNUAL INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS

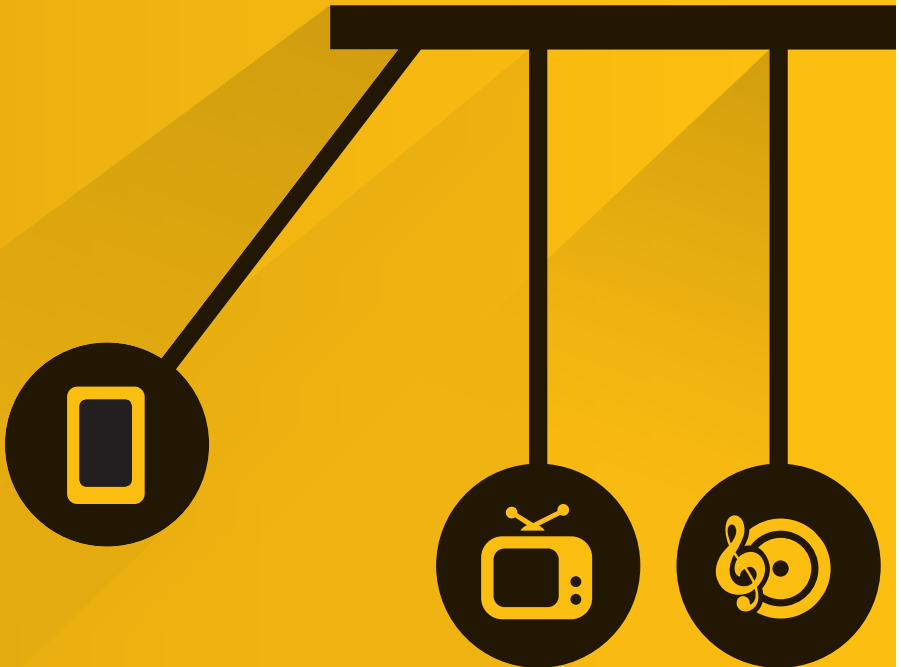
KEYNOTE SPEAKER

**JENNIFER SALKE**

HEAD OF AMAZON STUDIOS

## Hollywood Selfie:

Framing the Issues Driving Media Today



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

**#USCLawEnt**

## network

Join over 700 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 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!

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<http://gould.usc.edu/cle/entertainment>

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**8:45 – 9:00 AM**

**Welcome and Introductions**

*USC Bovard Auditorium*

**Bruce M. Ramer**

Institute Chair  
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Institute Co-Chair

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**Marc R. Staenberg**

Chief Executive Officer  
Beverly Hills Bar Association &  
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**9:00 – 9:45 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 – 10:30 AM**

**Hot Issues in the Music Industry**

Leading experts will address the latest developments in music streaming and subscription services, the rise of licensing revenue from production, advertising, and other uses, the question of how well or poorly the industry is being managed in view of high levels of corporate concentration, and the likely impact of proposed and pending music legislation on business here, in Europe, and elsewhere.

**Jeff Brabec**

Vice President, Business Affairs  
BMG

**Michael L. Nash**

Executive Vice President,  
Digital Strategy  
Universal Music Group

**Peter Paterno**

King, Holmes, Paterno & Soriano LLP

**MODERATOR**

**Todd Brabec**

Co-Author, *Music Money and Success*  
Former Executive Vice President, ASCAP

**10:30 – 10:45 AM**

**Networking Break**

**10:45 – 11:30 AM**

### **Repairing Reputations in the Internet Era**

Masters from the fields of litigation (civil and criminal), media (social and print) and crisis management will discuss protection of individual and corporate reputations in the Internet era, where unfiltered information and deliberate misinformation can spread like wildfire, leading to immediate and irremediable harm. This panel will debate the do's and don'ts in representing targets, from threatened publication through litigation, providing a guide on how to deal with damaging media coverage (whether on traditional outlets or via social media/internet websites) as well as input through the prism of insurance carriers, police and prosecutorial agencies, internal corporate investigations, court proceedings (e.g. the litigation privilege and anti-SLAPP motions) and settlements (including the viability of non-disclosure and non-disparagement agreements).

**11:30 AM – 12:15 PM**

### **The Impact of the #MeToo Movement and Best Practices**

For executives, agents, and lawyers alike, the MeToo movement has fundamentally changed the rules of the road and everyone is scrambling to catch up. This panel will share new industry expectations and best practices for protecting talent interests and safeguarding producer/distributor assets including a discussion of training regimes, bonding and insurance coverage, contractual protections, new resources for managing talent relations, how to navigate disaster scenarios that require all or any of re-casting, re-editing, changing credits, balancing competing considerations of due process of the accused and supporting whistleblowers, and exploring resources for "leveling the playing field" like legal defense funds and no-quote laws.

**12:15 – 1:00 PM**

### **Evolving Entertainment Models**

Evolving technologies have impacted the traditional entertainment business and audience members will understand exactly how and why as this panel highlights resulting changes in the television business model. The analog world has given way to the digital world and traditional ad-supported networks have seen their markets reduced by basic and premium cable. Now they face a seismic shift as Subscription Video On Demand (SVOD) offered via internet networks such as Netflix and Amazon, flaunt massive market size and spending power, dwarfing traditional network and cable companies. Because of the structure of the SVOD services (no advertisers, timeslot limitations, "season" constraints or standards and practices and unlimited viewings sometimes with an international reach) these SVOD services, while in some ways emulating traditional TV models, have adopted new models and deal structures to accommodate their changed ways of doing business. This state of the art panel will discuss not only the current landscape but its future as well.

**Matthew Belloni**

Editorial Director  
*The Hollywood Reporter*

**Blair Berk**

Tarlow & Berk PC

**Howard Bragman**

Founder and Chief Executive Officer  
La Brea Media

**MODERATOR**

**Stanton "Larry" Stein**

Russ August & Kabat

**Steve Mangel**

President  
UniFi Completion Guarantors

**Cheryl Snow**

Gang, Tyre, Ramer, Brown &  
Passman, Inc.

**Susan Sprung**

Associate National Executive Director  
Chief Operating Officer  
Producers Guild of America

**MODERATOR**

**Ivy Kagan Bierman**

Loeb & Loeb LLP

**Jonathan Anshell**

General Counsel, CBS Television  
Executive Vice President  
Deputy General Counsel  
Corporate Secretary  
CBS Corporation

**Robert Getman**

Jackoway Austen Tyerman  
Wertheimer Mandelbaum Morris  
Bernstein Trattner & Klein, PC

**Conrad Riggs**

Television Producer  
Former Head of Television Business  
Amazon Studios

**MODERATOR**

**Keith G. Fleer**

Keith G. Fleer, A Professional  
Corporation

**1:00 – 1:10 PM**  
**Morning Program Adjournment**

**1:10 – 2:45 PM**  
**Luncheon and Keynote Presentation:**  
**Interview with Jennifer Salke**

*USC Ronald Tutor Campus Center Ballroom*

Join the new Head of Amazon Studios Jennifer Salke for a 30 minute conversation with Bruce Ramer about the current landscape of the entertainment industry.

**Jennifer Salke**  
Head of Amazon Studios

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

## luncheon keynote speaker

**JENNIFER SALKE**  
HEAD OF AMAZON STUDIOS



JENNIFER SALKE is the Head of Amazon Studios. She oversees all aspects of television and film development as well as production for Amazon's entertainment division. This includes implementing an overall long-term content strategy for both units along with overseeing the short-term goals of launching upcoming series and films as well as ongoing support of current series. Upon Ms. Salke joining the Amazon team, the studio signed the ReFrame agreement, supporting a formal action plan to further gender parity in the media industry.

Prior to Amazon, Ms. Salke was President of NBC Entertainment, a title she had held since July 2011. She was responsible for comedy development, drama development, current programming, casting and diversity programming initiatives, as well as the entirety of Universal Television operations, which includes parallel divisions of development, programming and casting. Ms. Salke served as Executive Vice President of Creative Affairs at Twentieth Century Fox Television. In 2002, Ms. Salke joined Twentieth Century Fox as Senior Vice President of Drama Development. She began her career at Aaron Spelling Productions.

## 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.

**e** indicates the number of hours of MCLE legal ethics credit available for a particular session.

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

**2:45 – 3:45 PM**

**Afternoon Panels – First Session**

*USC Gould School of Law*

**Bankruptcy: The Reality Show**

Bankruptcy is where there is critical interplay between intellectual property rights and executory contract law and where those complicated security documents may come front and center. This panel of leading practitioners will discuss the issues emerging out of the latest entertainment company bankruptcies and update you on what you need to know to protect your clients' interests in advance of bankruptcy. Learn why and when you need a security interest, copyright mortgage, and UCC, along with the breadth of the collateral that should be secured. The panel will update you on critical Bankruptcy Code sections and the latest cases on copyright and trademark licenses in bankruptcy, and discuss what really happens in the bankruptcy of an entertainment company including how pre-bankruptcy protections may play out in a real-world setting.

**Chain of Title Review:**

*Do They Own What They're Selling?*

The demand for new content is exploding. This means increasing competition for underlying works – old movies, television series, novels, short stories, articles, comic books and graphic novels, as well as existing content libraries.

But the producer who claims to “control” the exclusive motion picture or television rights may only have a limited, tenuous hold on the rights that he or she is offering for sale and the owner of a film library may have no idea what they really own. So how does a studio ensure that it is actually acquiring the rights it is paying for? Our expert panelists will provide the details of how to thoroughly review the chain-of-title to any project as well as highlight some newer concerns such as intervening bankruptcies, what to do about security interests, turnaround rights, copyright termination rights, “missing links” and conflicting transfers.

**Ethics Update: What You Need to Know**

Learn about recent developments involving core ethical principles affecting the day-to-day practice of lawyers.

This experienced panel will discuss several important decisions impacting how lawyers represent clients while fulfilling their professional obligations. Issues will include developments regarding the attorney-client privilege and confidentiality, disqualification and imputation, lawyer liability, and other fundamental principles related to the law governing lawyers.

 **1 HOUR OF MCLE LEGAL ETHICS CREDIT AVAILABLE**

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

**Daniel J. Bussel**

Klee, Tuchin, Bogdanoff & Stern LLP

**Matthew Erramospe**

O'Melveny & Myers LLP

**Lori Sinanyan**

Chief Counsel  
Relativity Media

**MODERATOR**

**Jeff J. Friedman**

Katten Muchin Rosenman LLP  
(New York, NY)

**Pat Duncan**

Senior Vice President, Legal Affairs  
HBO

**Alison Lima**

Vice President, Business & Legal Affairs,  
Kids & Family  
Netflix, Inc.

**Ray J. Reyes**

Senior Vice President  
Chief Operating Officer  
Library Liquidity Company, LLC

**MODERATOR & PANELIST**

**David Halberstadter**

Katten Muchin Rosenman LLP

**Amy L. Bomse**

Vice Chair, Committee on Professional  
Responsibility and Conduct  
Arnold & Porter LLP  
(San Francisco, CA)

**Suzanne Burke Spencer**

Sall Spencer Callas & Krueger

**MODERATOR**

**Andrew Dilworth**

Chair, Committee on Professional  
Responsibility and Conduct  
Cooper, White & Cooper LLP  
(San Francisco, CA)

**PANEL COORDINATOR**

**Judith A. Gilbert**

Former Vice President  
State Bar of California

## Insurance Policies in the Entertainment Field

The focus of this panel will be not only on common entertainment insurance coverage but some of the more unique twists of recent note that entertainment practitioners should be aware of. Did you know that a homeowners' policy might provide the insured protection from a defamation suit? That your client engagement letter should exclude any obligation to determine if the client's cause of action would be covered under any insurance policy? That you might have to hire a specialized lawyer to enforce insurance coverage? What's actually covered under an E&O policy? That if you need unique coverage, there is insurance that can be designed just for your needs – so long as it is consistent with public policies? Come hear the panel as they explore these questions and more.

## What Every Production Counsel Should Know About Acquiring Music

In response to your requests, we bring you practical knowledge about the process of securing music rights for use in film, television, video games and other audio-visual works. Both routine and complex procedures will be addressed, including retaining composers and music supervisors, identifying rights holders, songwriter and artist consents, music spotting sessions, production music sources, sound recording and music publishing licensing, budgets, standby clearance alternatives and more.

**3:45 – 4:00 PM**  
**Networking Dessert Break**

**4:00 – 5:00 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**

**Fiona Chaney**  
Pasich LLP

**Cassandra S. Franklin**  
Managing Attorney  
Claims Coverage Counsel  
Allianz Global Corporate & Specialty

**Brian Kingman**  
Managing Director,  
Entertainment Practice  
Insurance & Risk Management  
Arthur J. Gallagher & Co.

**MODERATOR**  
**Mark E. Halloran**

**Carter Armstrong**  
Senior Vice President, Film & TV  
peermusic

**Nick Guarino**  
Vice President, Film & TV Music  
Universal Music Enterprises

**Sarah Kovacs**  
Talent Agent  
Kraft-Engel Management

**Andrea von Foerster**  
Music Supervisor

**MODERATOR**  
**Robert Wyman**  
Davis Wright Tremaine LLP

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**adjournment<<<**

## syllabus

Your registration fee includes the Institute Syllabus, which highlights and expands upon today's panel, transmitted to you via an **electronic download** prior to the Institute. **Print copies of the Syllabus can be purchased in advance of the Institute** at a discounted price, as set forth on the inside back cover of this brochure. The **Syllabus can be purchased online after the Institute** at <http://gould.usc.edu/cle/entertainment> for \$60 (electronic download format) or \$150 (print format). For more information, email [clereg@law.usc.edu](mailto:clereg@law.usc.edu) or call our office at **(213) 821-3580**.

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Legal & Business Affairs  
Funny or Die

### **Thomas A. White**

Artist Rights Consultant

### **Daniel M. Yankelevits**

Executive Vice President,  
Legal Affairs  
Sony Pictures Television

### **Stephanie Yost**

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

### **Juliette C. Youngblood**

Youngblood Group PC

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President and Producer  
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## frequently asked questions

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The registration fees are outlined on the inside back cover of this brochure and include all sessions, the luncheon and 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 USC Figueroa Street Parking Structure. 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 2:45 p.m. until 5:00 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.

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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.

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December 5, 2018

California Club – Los Angeles, California *(courtesy of Club member Michael C. Kelley)*

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January 28-30, 2019

Millennium Biltmore Hotel – Los Angeles, California

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## registration form

60TH ANNUAL **ENTERTAINMENT LAW AND BUSINESS**  
Saturday, October 20, 2018 | USC University Park Campus

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- \$399 Early Bird (sent **on or before September 21, 2018**)
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- \$350 Group of 5+ from the Same Organization (each)  
*(printed registration forms must be submitted together)*
- \$125 Full-Time Law Student

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- \$60 Printed Binder – Advance Purchase Required  
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- Check here to request an alternative, gluten-free, vegan luncheon meal.

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- Credit Card:** Register and pay online at <http://gould.usc.edu/cle/entertainment>

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# 60TH ANNUAL INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS

## **Hollywood Selfie:**

Framing the Issues Driving Media Today

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Luncheon Keynote  
Amazon Studios'  
Jennifer Salke!**

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