

SATURDAY
OCTOBER 19, 2024

IN-PERSON AND VIRTUAL
TICKET OPTIONS!

USC UNIVERSITY PARK CAMPUS
8:40 AM - 5:00 PM PDT

USC Gould
School of Law

 BEVERLY
HILLS
BAR
ASSOCIATION

Livestream
through
the BHBA

USC GOULD SCHOOL OF LAW - BEVERLY HILLS BAR ASSOCIATION

2024 INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS

Strike It Rich or Strike-Out:
Entertainment's New Era



MCLE AND CPE CREDITS AVAILABLE

REGISTER ONLINE NOW AT <https://gould.law/IELB>

#USCLawEnt

Entertainment Industry Updates

For over 65 years, the USC Gould-BHBA Institute on Entertainment Law and Business has been the premiere conference for entertainment professionals in the nation. Join the Industry's most powerful players for an in-depth examination of the most current entertainment law issues and the latest business perspectives. The 2024 Institute on Entertainment Law and Business will be held in person at the USC University Park Campus. Livestreaming and replays of the Institute will be provided by the Beverly Hills Bar Association. You don't want to miss this exclusive program!

Topics for Today

Whether you are a lawyer, executive, agent, producer or accountant, you will get the latest up-to-date information you need to navigate the entertainment industry successfully.

Don't Miss Out - Sign Up Now!

REGISTER ONLINE AT

<https://gould.law/IELB>

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

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Please visit our website at <https://gould.law/IELB> for a complete and up-to-date list of Institute contributors.



Become a BHBA member and join colleagues in the largest Entertainment Law Section in the country. BHBA Entertainment and Intellectual Property programs are held monthly. All programs are also available online. Go to <https://www.bhba.org> for more information.

2024 INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS



Morning Program

8:40 AM – 8:45 AM

Welcome and Opening Remarks

USC Ronald Tutor Campus Center Ballroom

8:45 AM – 9:30 AM

The Industry: Trends, Fads and Transformation

Institute favorite, Jeffrey Cole, will share insights from his ongoing studies tracking current trends in entertainment.

The industry is buzzing with activity in M&A and industry adjustments that will affect the entertainment legal practice. Hear how the major players have evolved, where streaming deals may be headed, and what lies on the horizon in entertainment.

9:35 AM – 10:35 AM

Artificial Intelligence: Innovations and Regulations in the Entertainment World

Hollywood is embracing artificial intelligence (AI) to revolutionize the way movies, television, music, and video games are created, distributed and marketed. From clearances, scriptwriting, and visualization on screen and stage to post-production, songwriting and touring – AI is reshaping how entertainment is created and consumed. At the same time, governments, guilds and unions are enacting laws and regulations to combat AI's negative impact: copyright infringement, invasion of privacy, and theft of image/voice/persona. This panel will explore how AI is being used in the entertainment industry, new legislation and regulations which attempt to control it, and provide their thoughts on the future of AI.

10:40 AM – 11:40 AM

The Intersection of Sports and Entertainment: Valuing Sports Properties through Media Rights and Beyond

Investment in sports teams, leagues, and related properties has never been more robust, with soaring valuations across all major leagues domestically and abroad, transcending both men's and women's sports. This panel will explore the legal and business considerations involved in capturing and monetizing live content, with respect to which sports continue to differentiate themselves from other entertainment assets, as evidenced by increasing revenues and viewership numbers.

Topics will include how live sports assets are valued in a unique way from traditional entertainment assets through the lens of negotiating media rights deals, the legal and commercial implications surrounding the shifting regional sports network (RSN) business, the rise of streaming services and social media, and the risk presented by fluctuation in sports consumption patterns.

11:40 AM – 11:55 AM

Networking Break

Mary S. Ledding

INSTITUTE VICE CHAIR
Law Office of Mary S. Ledding

Jeffrey Cole

CEO
Center for the Digital Future
USC Annenberg School for
Communication and Journalism

Ben Sheffner

Senior Vice President & Associate General Counsel,
Law and Policy
Motion Picture Association, Inc.

Danny Tobey

Partner, Global Co-Chair and
Chair of DLA Piper Americas AI and
Data Analytics Practice
DLA Piper LLP (US)

Rosanne Yang

Partner
InfoLawGroup LLP

MODERATOR

Neil Sahota

CEO, ACSI Labs
AI Advisor, United Nations

Karen Brodtkin

Executive Vice President, Content Strategy &
Development, Endeavor
Co-Head, WME Sports

Mark Silverman

President and Chief Operating Officer
FOX Sports

MODERATOR

Eric H. Geffner

Partner
Sidley Austin LLP

11:55 AM – 12:00 PM
Morning Program Resumes
USC Ronald Tutor Campus Center

12:00 PM – 1:00 PM
The Globalization of the Record Industry

While Anglo American talent has historically dominated the international record market, in recent years the three major label groups, all headquartered in America, with a collective worldwide market share of 77%, have expanded their talent pool to once overlooked populations – and in so doing have enriched the music and cultural choices available to consumers throughout the world. Our panel will discuss the evolving talent acquisition, business affairs and deal structure standards being offered for artists to compete in the global music economy.

1:00 PM – 1:10 PM
Morning Program Adjournment
Passing Period to USC Town & Gown

1:10 PM – 1:50 PM
Luncheon
USC Town & Gown

1:50 PM – 2:20 PM
**More on the Present and Future:
Q and A with Jeffrey Cole**

Jumping off from his morning presentation, Jeffrey Cole will provide his thoughts and answers to questions from the audience, moderated by Bruce Ramer. Question cards will be provided in the morning session, to be collected beforehand, as well as live questions from the audience, time permitting. Take this opportunity to tap into the insights and prognostications of our resident futurist.

2:20 PM – 2:40 PM
Luncheon Program Adjournment
Passing Period to USC Gould School of Law

Nadira T. Imam
2024-2025 President,
Beverly Hills Bar Association
Senior Associate Attorney,
Lawrence H. Jacobson, APC

Jason Kawejsza
Executive Vice President,
Head of Business & Legal Affairs
Interscope Capitol Labels Group

Eric Taylor
Senior Vice President,
Business & Legal Affairs
Epic Records

Debbie White
Partner & Vice Chair, Music Industry
Loeb & Loeb LLP

MODERATOR
John R. Baldivia
Partner
Rossi, P.C.

Jeffrey Cole
CEO
Center for the Digital Future
USC Annenberg School for
Communication and Journalism

MODERATOR
Bruce M. Ramer
INSTITUTE CHAIR
Partner
Gang, Tyre, Ramer, Brown & Passman, Inc.

2024 Institute Venues

General Sessions	<i>USC Ronald Tutor Campus Center Ballroom</i>
Luncheon & Keynote	<i>USC Town & Gown</i>
Afternoon Breakouts	<i>USC Gould School of Law</i>

Upcoming USC Gould School of Law Programs

TRUST AND ESTATE

Tuesday, November 19, 2024

CORPORATE COUNSEL

Wednesday, December 4, 2024

TAXATION

Monday-Wednesday, January 27-29, 2025

INTELLECTUAL PROPERTY

Monday-Tuesday, March 17-18, 2025

Email cle@law.usc.edu to join our mailing list and keep up to date with our programs.

2024 INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS



Afternoon Program

2:40 PM – 3:40 PM

Afternoon Panels – First Session

USC Gould School of Law

Protecting Clients' Personas

As lawyers, we are more and more tasked with primary responsibility for protecting the privacy and persona of our clients. This panel will discuss legal strategies and pro-active approaches to protecting a client's privacy and persona (brand) in a world of fake news and instantly-spread offenses over the internet and traditional news media.

Challenges and Opportunities in the Independent Film Industry

This panel will provide an overview of the current state of the independent film sector in today's challenging marketplace, including strategies for selling films at festivals and film markets. The discussion will cover key provisions in dealmaking and drafting agreements which recognize current issues for producers, investors, and other stakeholders. Our focus will highlight trending contractual terms and other legal best practices to help maximize independent film opportunities.

The Modern Recording Artist: Leveraging Fans and Building Brands

Like the music industry as a whole, the means by which recording artists can make money has also expanded and transformed in the past two decades. For some recording artists, their brand and their audience have evolved into their most lucrative assets. This panel dives into artist branding and partnerships, exploring commercial opportunities and new revenue sources outside the traditional model, from collaborations, artist branded channels, sponsorships, endorsements and new brand launches – with revenues generated from fees, royalties, advertising, minimum guarantees and even, in some cases, equity in the brand and a payday when the brand is sold. We will discuss how these deals come together, the risks and rewards for collaborating with brands and/or financiers of new brands, and some of the related, unique business and legal issues.

Matthew Belloni

Founding Partner
Puck

Joelle Rich

Partner
Schillings

Michael S. Sitrick

Founder, Chairman & CEO
Sitrick & Company

MODERATOR

Stanton "Larry" Stein

Partner, Head of Media &
Entertainment Group
Russ August & Kabat

Bryan S. Bordon, Esq.

Senior Vice President,
Business & Legal Affairs
Film Finances, Inc.

Ryan Friscia

Chief Financial Officer
NEON

Richard D. Lewis

Head of Finance and Operations
Closer Media

Tara Shaghafi, Esq.

Media Finance, Business Affairs Executive
Creative Artists Agency

MODERATOR

Ilan Haimoff

Partner
GHJ

Ikenna Ezeh

Partner, Brand Partnerships
WME

Keith Gelman

Founder & CEO
Talent Partnership Advisors

Chris Knight

General Manager,
Artist Management
Roc Nation

MODERATOR

Shaun C. Clark

Partner
Sheppard, Mullin, Richter & Hampton LLP

Profit Participation and Royalty Audits: Audit Provisions, Audit Process, Key Issues Noted, and Recent Trends

The financial terms of the deal are set, so now what?

This session will bring together a transactional attorney, litigator and profit participations auditor who will cover the core elements of a typical audit provision, as well as walk through the audit process, types of issues found, and how the audit results can guide or impact future negotiations. In addition to providing suggested wording and terminology, this panel will share practical considerations from their experience with recent issues for high-profile clients from both an accounting and legal point of view.

Fighting Fair: Addressing the Rise of Incivility in the Practice of Entertainment Law

Society has witnessed a tangible rise in incivility in public discourse. Divisive and non-factual rhetoric, ad hominem attacks and disrespectful interactions have become commonplace in politics, the entertainment industry and practice of law. In response, the State Bar of California has adopted a new MCLE requirement mandating that California attorneys participate in one hour of civility training for each three-year compliance period. This panel will be a fun and interesting way to satisfy the new MCLE Civility requirement! The distinguished panelists will educate attorneys on how to identify incivility, provide an overview of the biases that may lead to incivility, present tools to promote respectful interactions while still maintaining effectiveness, and offer resources that can be referenced after the presentation.

C 1 HOUR OF MCLE CIVILITY CREDIT

3:40 PM – 4:00 PM
Networking Break

4:00 PM – 5:00 PM
Afternoon Panels – Second Session
USC Gould School of Law

Afternoon sessions held at 2:40 PM repeat at 4:00 PM.
Attend a second session of your choice!

5:00 PM
Adjournment

Hannah Knapp Mulderink

Partner

Goodman, Genow, Schenkman, Smelkinson +
Christopher, LLP

Robert M. (“Bobby”) Schwartz

Co-Chair, Media & Entertainment Industry Practice
Quinn Emanuel

MODERATOR

Anita Wu

Managing Director,
Profit Participation Services
GHJ

Prof. Scott L. Cummings

Robert Henigson Professor of Legal Ethics
UCLA School of Law

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Signature Resolution, LLC

Ellen A. Pansky

Principal
Pansky Markle Attorneys at Law



Contact Information

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PHONE: 213-821-3580

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

Office hours are 9:00 a.m. to 5:00 p.m. Pacific Time, Monday to Friday.

How Do Virtual Tickets Work?

How do Virtual tickets work?

Online registration is required on the Beverly Hills Bar Association (BHBA) website for livestream and OnDemand replays. Choosing the “Virtual” ticket on the registration form takes you to the BHBA site to register for the livestream and OnDemand replays. All virtual registrations include 12 months of OnDemand access to the recordings and Live sessions and OnDemand replays can be viewed from the comfort of your home or office using your phone, tablet, or computer. Once you are registered, you will receive a confirmation email from the BHBA with a link to login and access the livestream. CLE materials will be sent prior to the event date. You can access the link, materials, and other important information at any time through the BHBA. <https://www.bhba.org/login>

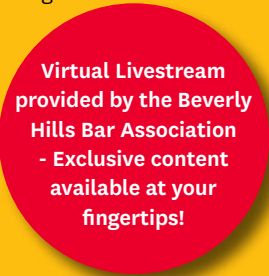
What if I choose the In-Person ticket option and need to switch to the Virtual ticket option?

We can accommodate a change in ticketing for an additional \$50 fee. The Virtual ticket will also give you access to the replays through the BHBA.

Can I receive credit for watching the replays in the event platform?

The In-Person Institute is available for MCLE and CPE credits. Watching the livestream and replays through the BHBA are only available for MCLE credit.

Please note that credit may only be claimed once for any given session – if you attend sessions in person then you may only gain credit for the replays that you did not attend live.



Continuing Education Credits

ATTORNEYS. Minimum Continuing Legal Education (MCLE): MCLE credit is provided by the Beverly Hills Bar Association. This event has been approved for participatory Minimum Continuing Legal Education credit by the State Bar of California for a maximum of 6.25 hours, of which 1 hour may apply towards civility credit. The Beverly Hills Bar Association certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing minimum continuing legal education.

- In-Person and Livestream Maximum: **6.25** hours, of which **1** hour may apply to civility credit.
- Replays OnDemand Maximum: **9.25** hours, of which **1** hour may apply to civility credit.

c indicates MCLE Civility credit

This program is eligible for credit in all jurisdictions with mandatory CLE requirements, subject to accreditation and restrictions listed on the registration page. The process for obtaining credit varies by state. For comprehensive details on course accreditation, please email help@bhba.org. Please watch for future emails from the Beverly Hills Bar Association regarding affidavits and certificates after the Institute has concluded.

BHBA is an accredited or approved sponsor in **California, Connecticut, Illinois, New Jersey, Pennsylvania,** and **Vermont**. All courses qualify for New York credit through New York’s approved jurisdiction policy. View New York’s policy here.

BHBA actively seeks credit approval for individual programs in additional states, including **Alabama, Arkansas, Delaware, Florida, Georgia, Idaho, Indiana, Kansas, Kentucky, Louisiana, Maine, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Mexico, North Carolina, Ohio, Oklahoma, Oregon, Rhode Island, South Carolina, Tennessee, Texas, Utah, Virginia, Washington, West Virginia, Wisconsin,** and **Wyoming**.

BHBA’s programs also meet the CLE eligibility criteria in **Alaska, Arizona, Hawaii, New Hampshire,** and **North Dakota**. Attorneys must individually apply for credit and, if mandated by the state, submit accreditation fees directly.

ACCOUNTANTS. Continuing Professional Education (CPE): CPE credit is provided by USC Gould School of Law. This program meets the guidelines set by the California State Board of Accountancy in the amount of **345 minutes**. The maximum CPE that may be claimed is 6.5 hours. *Please note: no CPE credit is available for watching the replays.*

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Attorney
The Law Offices of Anita Rivas

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Partner
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Partner, Head of Media &
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Russ August & Kabat

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USC Gould School of Law Media, Entertainment & Technology Law Program

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 and transactional and litigation attorneys. USC Gould law students gain practical experience through our Intellectual Property and Technology Law Clinic, and externship opportunities in the legal departments of media and technology firms. Students who wish to specialize in these practice areas have the opportunity to earn our Media & Entertainment Law Certificate or Technology & Entrepreneurship Law Certificate. Interested in learning more about our program, students and graduates? We encourage you to browse our website at <https://gould.usc.edu/academics/concentrations/entertainment/> or contact the Director, **Professor Jonathan Barnett**, at jbarnett@law.usc.edu.



Frequently Asked Questions

IN-PERSON Registration <https://gould.law/IELB>

VIRTUAL Registration <https://www.bhba.org/IELB>

FORMAT

The 2024 Institute on Entertainment Law and Business will be held in person at the USC University Park Campus with a concurrent livestream provided by the Beverly Hills Bar Association. Replays and credit for watching OnDemand will be available through the BHBA.

REGISTRATION

In-Person registration for the Institute includes all sessions, the luncheon and refreshment breaks, access to the Institute event platform, continuing education credit, an electronic download of the Institute syllabus, and access to watch the replays through the BHBA until October 19, 2025. Early registration is encouraged as space is limited.

Note: Parking fees are not included in registration and fees will be collected upon arrival to campus by vehicle (\$20 daily fee). Ridesharing is encouraged!

Virtual registration includes access to the live broadcast of the Institute sessions, continuing education credit, an electronic download of the Institute syllabus, and access to watch OnDemand replays through the BHBA until October 19, 2025. *Payments for virtual registrations will be made to the BHBA through their website.*

EVENT PLATFORM

We are utilizing an event platform where you can read information about the sessions, speakers, and sponsors, download syllabus materials, and submit surveys required to qualify for CE credit. After registering, you will receive additional instructions on how to log into the platform.

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, in the Ronald Tutor Campus Center, Town & Gown, and Gould School of Law. Learn more about USC at <http://www.usc.edu>. If you choose to park on campus, you can **expect to pay \$20 for all-day parking as you arrive on the day of the Institute**. Detailed parking instructions will be emailed to you upon registration. For information about nearby hotel accommodations, please visit our website at <https://gould.law/IELB> or contact the CLE Office at (213) 821-3580.

CHECK IN AND BADGE PICK UP

Badges will be held at Will Call, located in the Ronald Tutor Campus Center from 7:30 a.m. until 12:30 p.m. If you arrive just before the luncheon session, proceed directly to Town & Gown and pick up your badge at the USC Gould School of Law after the luncheon. No badges will be mailed.

DRESS CODE

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

EXHIBITORS

Exhibitor space is limited to sponsors, so reserve your space as soon as possible.

Visit our website at <https://gould.law/IELB> or call our office at (213) 821-3580.

SPECIAL REQUIREMENTS

USC Gould School of Law welcomes the participation of individuals with disabilities at our continuing legal education events. If you require special accommodation or have any questions, please contact the USC Gould Continuing Legal Education office at cle@law.usc.edu or call (213) 821-3580. To request a special luncheon meal, complete the alternate meal form at <https://gould.law/ielb24dietary> or check the appropriate box in the registration form on the last page. The Institute cannot accommodate special meal requests without advance notification.

Registration

2024 INSTITUTE ON **ENTERTAINMENT LAW AND BUSINESS**

SATURDAY, OCTOBER 19, 2024

In-Person Registration <https://gould.law/IELB>

Virtual Registration <https://www.bhba.org/IELB>

Registrant Name: _____

Occupation/Title: _____

Organization/Law School: _____

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**Our event platform uses text verifications. Mobile numbers will not be shared otherwise.*

Check here if you are a USC Gould alumnus. Class Year: _____

Your name and organization will be shared with sponsors. If you would like us to share additional information for programming or sponsorship purposes, please select one or more of the following criteria:

- Name, organization, and address.
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- Name, organization, address, and email.
- My information may not be shared.

REGISTRATION

Individual

- \$509 Standard Registration – **In-Person**
- \$559 Standard Registration – **Virtual** (offered through BHBA)
- \$458 Recent USC Gould Alumni (Grad Years 2014-2024) – **In-Person**
- \$508 Recent USC Gould Alumni (Grad Years 2014-2024) – **Virtual** (offered through BHBA)

Groups

- \$499 Groups of 5 or More from the Same Organization – **In-Person**
(printed registration forms must be submitted together to USC)
- \$549 Groups of 5 or More from the Same Organization – **Virtual** (offered through BHBA)
(online registration required/no printed registrations accepted by BHBA)

Students

- \$329 Full-Time Law Student – **In-Person**
- \$379 Full-Time Law Student – **Virtual** (offered through BHBA)

LUNCHEON MEAL – ALTERNATIVE/SPECIAL REQUEST

To request a special luncheon meal, complete the alternate meal form at <https://gould.law/ielb24dietary> or select the box here. Check to request a vegan and gluten-free luncheon meal.

FORMAT

The Institute is being offered in person with a concurrent livestream provided by the Beverly Hills Bar Association (BHBA). OnDemand replays and MCLE credit for watching will be available through the BHBA.

PAYMENT METHODS

- Credit Card for **In-Person** Registrations: Register and pay online at <https://gould.law/IELB>
(Recommended for faster service)
- Credit Card for **Virtual** Registrations: Register and pay online at <https://www.bhba.org/IELB>
- Checks for **In-Person** Registrations: Please make checks payable to **USC Gould School of Law** and mail with completed form to: USC Gould School of Law – CLE Entertainment Registration
699 Exposition Boulevard, Suite 326, Los Angeles, CA 90089-0071
- Checks for **Virtual** Registrations: The **Beverly Hills Bar Association** is not accepting checks. Register and pay online at <https://www.bhba.org/IELB>

CANCELLATIONS

All registrations are final and non-refundable. Questions? Email cle@law.usc.edu or call (213) 821-3580.