2022 INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS

KEYNOTE SPEAKER
BYRON ALLEN
ALLEN MEDIA GROUP

No Joke: Current Realities in the Entertainment World

MCLE/CPE CREDITS AVAILABLE
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#USCLawEnt
get the latest inside scoop

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 2022 Institute on Entertainment Law and Business will be held in an in-person format at the USC University Park Campus. You don’t want to miss this exclusive program!

Note: On-Demand recordings will not be made available after the Institute.

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!

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Please visit our website at http://gould.usc.edu/cle/entertainment for a complete and up-to-date list of Institute contributors.
8:40 AM – 8:45 AM  
Welcome and Opening Remarks  
USC Bovard Auditorium

Mary S. Ledding  
CO-CHAIR  
Law Office of Mary S. Ledding

8:45 AM – 9:45 AM  
The Industry: Trends, Fads and Transformation  
Returning once again for his 12th consecutive kick-off presentation, Jeffrey Cole will share insights from his ongoing studies tracking current trends in entertainment. After lockdowns, slowdowns, and speed bumps, what lessons have been learned? And how has the current alignment of companies and players changed? Be prepared to hear answers, conclusions, and suspicions from this tested oracle of the future and the past.

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

9:45 AM – 10:45 AM  
No Laughing Matter: Legal Issues in Representing Comedians  
The comedy business isn’t all laughs. Leading experts will explore legal issues confronting Comedians. This panel will examine different sources of revenue streams for Comedians, First Amendment and cancel culture, defamation, joke theft, the conversion of material into TV Series, and the fight over royalties for recordings playing on third party internet sites.

Brenner Lackey McDonald  
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David Martin  
CEO of Avalon USA & Director of AMG Avalon Entertainment  
MODERATOR  
Leigh Brecheen  
Brecheen, Feldman, Breimer, Silver & Thompson

10:45 AM – 11:00 AM  
Networking Break

contact information

USC Gould School of Law – Continuing Legal Education  
699 Exposition Boulevard, Suite 326  
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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, Monday to Friday.
11:00 AM – 11:05 AM
Morning Program Resumes
USC Bovard Auditorium

11:05 AM – 12:05 PM
The Multi of Metaverse
What is the Metaverse and why are billions of dollars being spent developing it? Who is building it? Is there more than one? Hear about these issues, digital currency and the payment methods that will be adopted, how NFTs and tokenization will affect the transactional landscape, and how the Metaverse will be regulated and policed. Find out how your time in the Metaverse will be monetized, how dealmaking is different and whether cross platforming is possible. Is it time to acquire virtual real estate, outfit your avatar and decorate your room? This panel will highlight the new opportunities the Metaverse will provide to traditional media, emerging companies, brands, artists, influencers, gamers and consumers.

12:05 PM – 1:05 PM
The Music Business is Back: What Does That Mean?
The music industry was devastated by piracy, but now it’s roaring back, with 2021 being its biggest year in history. This panel will explore how the industry currently works, and the challenges for artists and companies, from the viewpoint of recorded music, touring, and future opportunities.

1:05 PM – 1:15 PM
Morning Program Adjournment
Passing Period to USC Ronald Tutor Campus Center Ballroom

PROGRAM CONTINUED >>

Register online
Early Bird Registration ends 9-18-2022

http://gould.usc.edu/cle/entertainment
Byron Allen founded Allen Media Group/Entertainment Studios in 1993 and currently serves as Chairman and Chief Executive Officer. He began his career in comedy and did stints as a writer, stand-up comic, talk show host, and producer before founding and owning his own media company. Mr. Allen was selected for the Bloomberg 50 as one of the people in business, entertainment, finance, politics, technology and science whose accomplishments were particularly noteworthy. He has received numerous other awards for his efforts.

Headquartered in Los Angeles, Allen Media Group owns 36 network affiliate broadcast television stations (ABC-NBC-CBS-FOX) in 21 U.S. markets and twelve 24-hour HD television networks serving nearly 220 million subscribers, including The Weather Channel and plans to debut The Weather Channel Español, the first 24 hour Spanish language weather service. Mr. Allen’s Entertainment Studios is distinguished as the first African-American owned multi-platform media studio producing and distributing wide-release motion pictures and content for all platforms. He proudly calls it the “Walmart of TV.”

keynote speaker

BYRON ALLEN
FOUNDER, CHAIRMAN, AND CHIEF EXECUTIVE OFFICER
ALLEN MEDIA GROUP

Byron Allen founded Allen Media Group/Entertainment Studios in 1993 and currently serves as Chairman and Chief Executive Officer. He began his career in comedy and did stints as a writer, stand-up comic, talk show host, and producer before founding and owning his own media company. Mr. Allen was selected for the Bloomberg 50 as one of the people in business, entertainment, finance, politics, technology and science whose accomplishments were particularly noteworthy. He has received numerous other awards for his efforts.

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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 6.5 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 360 minutes. The maximum CPE that may be claimed is 7 hours.
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Justine Young Gottshall  
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2:45 PM – 3:45 PM  
Afternoon Panels – First Session  
USC Gould School of Law  

Trends in Talent Compensation in the Film and Television Industry  

Panelists from all sides of the negotiating table, including reps from an independent studio, a streamer, a talent agency, and a talent attorney, will share trends in talent compensation structures and explore the challenges and opportunities for production and distribution companies as well as for talent in today’s business environment. Our speakers will also discuss their views on how the evolving film and television industry will impact compensation packages in the foreseeable future.

M&A Activity in the Production Company Space  

With a record $233 billion in announced deal value last year, the entertainment industry has been consolidating at a blistering pace. Recent robust M&A activity around production companies, in particular, driven by strong interest from private equity and strategic buyers, is the focus of our panel of experts as they examine key issues from the perspectives of the production company, buyer, and financial advisors. Our speakers will discuss latest trends and developments in company valuation, diligence, and the retention of high-profile individuals, among other topics.

Privacy Challenges & Pitfalls in the Entertainment Industry  

The entertainment industry is rife with potential privacy risks when dealing with consumer and employee personal information. California has passed several new laws, including the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA), which goes into effect on 1/1/23. These and other state and foreign laws substantially alter risk for media and entertainment companies and give consumers, talent, employees, contractors, and other vendors rights around their data. This panel will provide an overview of privacy, the CCPA and CPRA and provide guidance on how privacy issues impact counseling clients on such things as casting, COVID testing and vaccines, launching a marketing website, and tracking diversity metrics.
Production Incentives: Where Are They and How Do We Access Them
Experienced panelists will explore tax subsidies, credits, and other production incentives available to film and television producers. The panel will also address accessing incentives, working with local production service companies, what producers and studios look for and problems collecting incentives from foreign governments.

The Ethics Factor: Entertainment Malpractice and State Bar Issues
Learn how to avoid State Bar complaints and what to do if it comes calling. Panelists will cover the latest developments in fee agreements and malpractice claims and defenses, with an emphasis on entertainment law.

1 HOUR OF MCLE LEGAL ETHICS CREDIT

3:45 PM – 4:00 PM
Networking Break

4:00 PM – 5:00 PM
Afternoon Panels – Second Session
USC Gould School of Law
The concurrent sessions held at 2:45 PM repeat at 4:00 PM. Attend a second session of your choice!

5:00 PM
Adjournment

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 taught by our research faculty (intellectual property and business law) and senior transactional and litigation attorneys (skills and simulation workshops) along with experiential learning through our Intellectual Property and Technology Law Clinic. Students who wish to specialize in entertainment law have the opportunity to earn a Certificate in Media and 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 https://gould.usc.edu/academics/concentrations/entertainment/ or contact the Director, Professor Jonathan Barnett, at jbarnett@law.usc.edu.
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Wednesday, November 30, 2022

TAXATION
Monday - Wednesday, January 23-25, 2023

INTELLECTUAL PROPERTY
Monday - Tuesday, March 20-21, 2023

Email cle@law.usc.edu to join our mailing list and keep up to date with our programs.
The 2022 Institute on Entertainment Law and Business will be held in an exclusively in-person format. No livestream or Videos On Demand will be available.

The registration fees are outlined on the following page of this brochure and include all sessions, the luncheon and refreshment breaks, parking, Institute event platform, and an electronic download of the Institute syllabus. Early registration is encouraged as space is limited and the Institute typically sells out. No Videos On Demand will be available.

We are utilizing an event platform called the Attendee Hub, where you can read information about the sessions, speakers, and sponsors, find links to download syllabus materials, and submit surveys required to qualify for CE credit. The CLE Office will send announcements and reminders prior to the Institute with additional instructions on how to log in to the platform. It is strongly recommended that you include your mobile phone number when completing your online registration, so the unique access codes needed to enter the site may be sent to you directly, via text.

All registrations and purchases are final and non-refundable.

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 information about nearby hotel accommodations, please visit our website at http://gould.usc.edu/cle/entertainment or contact the CLE Office at (213) 821-3580.

Badges will be held at Will Call, located in front of Bovard Auditorium from 7:30 a.m. until 1:00 p.m. and in the lobby of the USC Gould School of Law from 2:30 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. No badges will be mailed.

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

Exhibitor space is limited to sponsors, 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.

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REGISTRATION

Individual

$429 Early Bird Registration – In-Person (ends 9/18/2022)

$499 Standard Registration – In-Person (begins 9/19/2022)

$389 Recent USC Gould Alumni (Grad Years 2012-2022) – In-Person (begins 9/19/2022)

Groups

$399 Early Bird Groups of 5 or More from the Same Organization – In-Person

$449 Groups of 5 or More from the Same Organization – In-Person

(printed registration forms must be submitted together)

Students

$150 Full-Time Law Student – In-Person

Note: USC Gould Law Students should contact the G&IP Office (LLM/MSL) or Student Services (JD) for their discount code. Code: __________

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To request a special luncheon meal, complete the alternate meal form or select the box below.

Check here to request a vegan and gluten-free luncheon meal.

FORMAT

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

(Recommended for faster service)

Check: Make checks payable to USC Gould School of Law and mail with completed form to:

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CLE Entertainment Registration
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Los Angeles, CA 90089-0071

CANCELLATIONS

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