

SATURDAY
OCTOBER 16, 2021

IN-PERSON & VIRTUAL
8:45 AM – 5:00 PM PDT

USC Gould
School of Law


Beverly Hills
Bar
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USC GOULD SCHOOL OF LAW – BEVERLY HILLS BAR ASSOCIATION

2021 INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS

KEYNOTE SPEAKER

BRIAN L. ROBERTS
COMCAST CORPORATION



**Upstream
or Downstream:**
Where the Entertainment
Business is Headed

MCLE/CPE CREDITS AVAILABLE

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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. This year, we are offering a hybrid Institute which means that attendees can choose to attend in person or to watch the live broadcast online.

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

cutting edge topics

Whether you are a lawyer, executive, agent, producer or accountant, you will get the latest up-to-date information you need to move forward during the pandemic and navigate the Industry successfully.

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Please visit our website at <http://cle.usc.edu/entertainment> for a complete and up-to-date list of Institute contributors.

A portrait of Brian L. Roberts, Chairman and CEO of Comcast Corporation. He is a middle-aged man with glasses, wearing a light-colored V-neck sweater over a light blue collared shirt. He has his arms crossed and is standing in a modern, brightly lit interior space with architectural details like curved beams and recessed lighting.

keynote speaker

BRIAN L. ROBERTS

CHAIRMAN AND CHIEF EXECUTIVE OFFICER
COMCAST CORPORATION

Brian L. Roberts is Chairman and CEO of Comcast Corporation. Under his leadership, Comcast has grown into a global company uniquely positioned at the intersection of media and technology with three primary businesses, Comcast Cable, NBCUniversal and Sky.

Brian has worked at Comcast since graduating from The Wharton School of the University of Pennsylvania. He was named President of Comcast Corporation in 1990 when the company had \$657 million in annual revenue. Today, Comcast Corporation has approximately 168,000 employees worldwide and \$104 billion in annual revenue.

Brian has won numerous business and industry honors for his leadership. He was recognized by Barron's as one of the "World's Best CEOs," named a "Businessperson of the Year" by Fortune magazine and named one of America's top CEOs by Institutional Investor magazine for the 16th time. Brian is the recipient of the Humanitarian Award from the Simon Wiesenthal Center and the Pennsylvania Society's Gold Medal for Distinguished Achievement Award. He also received the Legend and Leadership Award from the Yale School of Management's Chief Executive Leadership Institute.

Brian is a member of the Business Roundtable and served on President Obama's Council on Jobs and Competitiveness. He is on the Advisory Board of Tsinghua University School of Economics and Management. He also served as Chairman of the National Cable & Telecommunications Association (NCTA) for two consecutive terms and is Director Emeritus of CableLabs, the research and development consortium for the cable industry, where he served three terms as Chairman.

8:45 AM

Welcome and Opening Remarks

Mary S. Ledding

CO-CHAIR

Law Office of Mary S. Ledding

9:00 – 10:00 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

Director and CEO

Center for the Digital Future

Research Professor

USC Annenberg School for

Communication and Journalism

10:00 – 11:00 AM

The Fall of Free Speech in the Woke Era

Jobs and reputations are increasingly at risk for things that people have said or done, even in the distant past. At the same time, statutes and case law make it increasingly difficult to defend oneself. This panel of experts will discuss practical issues (employment investigations, climate surveys and media coverage) and legal defenses (Defamation, False Light and Anti-SLAPP) that lawyers must consider while representing those involved with the issues.

Leah Godesky

O'Melveny & Myers LLP

Robert "Bobby" M. Schwartz

Quinn Emanuel Urquhart &

Sullivan, LLP

Kerry Garvis Wright

Glaser Weil LLP

MODERATOR

Stanton "Larry" Stein

Russ, August & Kabat LLP

11:00 – 11:15 AM

Networking Break

11:15 AM

Announcements

Mark E. Halloran

CO-CHAIR

HTM Partners LLP

11:20 – 12:20 PM

**Fair Use and First Amendment Defenses in
Copyright, Trademark and Right of Publicity
Litigation – What's New and What's Changing**

Ian C. Ballon, litigator and author of West's five-volume treatise, *E-Commerce and Internet Law*, will outline the latest legal developments in Fair Use and First Amendment law, litigation and strategy, including competing trends under Copyright, Trademark, and Right of Publicity law.

The presentation will cover the latest case law, trends, and legislation – and what they mean for entertainment companies and practitioners now and in the coming years.

Ian C. Ballon

Shareholder and Co-Chair

Global IP & Technology

Practice Group

Greenberg Traurig, LLP

12:20 – 1:20 PM

Risk Management, Mitigation and Insurance in a Post-COVID World

The COVID pandemic forced the film and TV industry to shut down hundreds of productions worldwide. In addition to the pain and suffering the global shutdown in production caused to the industry, the pandemic has also forced Hollywood to re-evaluate risk – how to plan for, mitigate, manage and insure for the next catastrophic event. The panel will examine how the various players in the risk management business – production executives, insurance agents, bond companies and financiers are responding in a new era where what was once inconceivable is still a fresh memory.

1:20 – 2:45 PM

**Keynote Presentation:
Interview with Brian L. Roberts**

Join Brian Roberts, Chairman and Chief Executive Officer of Comcast Corporation, for a 40-minute conversation with Bruce Ramer about the current landscape of the entertainment industry.

2:45 – 3:45 PM

**The Evolving Music Industry:
A Tour of the Current Roads to Success**

Over the years, musical artists have continually worked to reinvent themselves – in the ways they make, perform and distribute their music, brand themselves, and in the methods by which they manage to thrive financially from their work. During the COVID-19 live music shutdown these artists developed new revenue models for generating income to replace the lost live music income. This panel, comprised of leading music talent attorneys, will examine the ways that both emerging and established musicians and songwriters can build on the lessons learned during the lockdown – by continuing to augment income from traditional sources, along with newer income models, that promise the best growth opportunities in the near and long term.

**3:45 – 3:55 PM
Networking Break**

**3:55 PM
Announcements**

Tim Clawson

Head of Worldwide Production and Post Production
Amazon Studios

Janet Comenos

CEO
SpottedRisk
Boston, MA

Miguel Palos

Co-Founder and COO
AGC Studios

MODERATOR

Marc Maister

Former Head of Insurance Recovery
Irell & Manella LLP (*Retired*)

Brian L. Roberts

Chairman and CEO
Comcast Corporation

Bruce M. Ramer

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Plummer Law Group PC

MODERATOR

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King, Holmes, Paterno & Soriano, LLP

Anthony D. Ross

President
Beverly Hills Bar Association & Foundation
Murchison & Cumming LLP

4:00 – 5:00 PM

NFTs (Non-Fungible Tokens) and Blockchain

As content owners explore creating NFTs, there are a number of complicated and novel legal issues to consider. Musicians, filmmakers, athletes, and others have “minted” NFTs to try to take advantage of this growing and potentially lucrative source of revenue in the digital space. The panel will discuss how companies and individuals can take advantage of NFTs and blockchain technology, and some of the myriad corresponding legal and policy issues running the gamut from IP law to climate change.

Jonathan Gottlieb
General Counsel
Autograph

Ghaith Mahmood
Latham & Watkins LLP

Lesley Silverman
Agent, Digital Assets
United Talent Agency

MODERATOR
Michael H. Dore
Gibson, Dunn & Crutcher LLP

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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Entertainment and Media Advisor

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GHJ

Stanton "Larry" Stein

Russ August & Kabat

Matthew C. Thompson

Sidley Austin LLP

Rik Toulon

Media Consultant

Stephen E. Tsoneff

GC and Head of Business Affairs
MWM

Lawrence J. Ulman

SVP, NBCUniversal

Silvia Vannini

O'Melveny & Myers LLP

C.J. Vranca

SVP, Legal and Business Affairs
Funny or Die

Ellen C. Waggoner

SVP, Associate GC
CBS Television Studios

Thomas A. White

Artist Rights Consultant

Daniel M. Yankelevits

EVP, Legal Affairs
Sony Pictures Entertainment

Juliette C. Youngblood

Youngblood Group PC

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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**. 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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Friday, November 19, 2021

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TAXATION

Monday - Wednesday, January 24-26, 2022

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Monday - Tuesday, March 21-22, 2022

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



frequently asked questions

REGISTRATION

In-Person Ticket: Registration includes attendance at Institute sessions, luncheon meal, refreshment breaks, parking, continuing education credit, and an electronic download of the Institute syllabus. ***On-Demand recordings will not be made available after the Institute.*** We recommend business casual attire and comfortable shoes for walking around the University Park Campus.

Virtual Ticket: Registration includes access to the live broadcast of the Institute sessions, continuing education credit, and an electronic download of the electronic syllabus. ***On-Demand recordings will not be made available after the Institute.***

IN-PERSON 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 information about nearby hotel accommodations, please visit our website at <http://gould.usc.edu/cle/entertainment> or contact the CLE Office at cle@law.usc.edu.

IN-PERSON CHECK IN AND BADGE PICK UP

Badges will be held at Will Call, located in front of Bovard Auditorium from **7:30 a.m. until 3:00 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 Bovard Auditorium before the afternoon sessions begin. No badges will be mailed.

IN-PERSON EVENT COVID REQUIREMENTS

The Institute will follow applicable COVID-19 guidelines. Currently, these require attendees to wear masks at all times when not eating, submit vaccination card or two negative COVID tests, and submit a health screening on the same day you visit campus.

- 1. Health Screening** will be required using USC Trojan Check app or website on **October 16**. Your entry barcode will be required for admittance to parking, campus, and the Institute venues. Go to <https://trojancheck.usc.edu/login> on the day of the Institute and use the Guest option. USC Trojan Check is also available in your app store. BE SURE to save the barcode that proves you took the test – a simple phone screenshot will work. If you do not have a device for completing the electronic health screening, a paper form can be sent to you in advance.
- 2. Masks** will be required for the entirety of your campus visit except when eating. USC will provide masks upon request.
- 3. Proof of Vaccination or Testing Results**
 - a. All attendees must present a valid vaccination card and photo identification card upon arrival to campus and when checking into the Institute. Photos of vaccination cards will be accepted.
 - b. Unvaccinated attendees must present two negative COVID tests (PCR and antigen tests are acceptable). One negative test must be logged on October 13 or later. The second negative test must be logged between October 9 and October 12.



frequently asked questions continued

4. Eating

- a. All attendees must be in a stationary standing position or seated when consuming food and drink. Tables will be spaced 7-10 feet away during meals.
- b. No food or beverage is allowed in Bovard Auditorium.
- c. Unvaccinated attendees must maintain social distancing of 6 feet or more when eating.

VIRTUAL BROADCAST

The online broadcast can be found at the event website at <http://cle.usc.edu/entertainment>.
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CANCELLATIONS

All registrations and purchases are final and non-refundable.

SPECIAL REQUIREMENTS

USC Gould School of Law welcomes the participation of individuals with disabilities at our continuing legal education events. If you require special accommodations 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 **vegan and gluten-free luncheon meal**, check the appropriate box in the registration form on the inside back cover of this brochure or on the online registration form. The Institute cannot accommodate special meal requests without advance notification.

QUESTIONS?

Contact the USC Gould Continuing Legal Education Office at cle@law.usc.edu or call (213) 821-3580.

Register online at: <http://cle.usc.edu/entertainment>

Early Bird Registration rate ends 9/22/2021



contact information

USC Gould School of Law – Continuing Legal Education
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WEBSITE: <http://cle.usc.edu>

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

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2021 INSTITUTE ON **ENTERTAINMENT LAW AND BUSINESS**

Saturday, October 16, 2021 | 8:45 AM – 5:00 PM PDT

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\$429 Early Bird Registration – **In-Person** (rate ends 9/22/2021)

\$379 Early Bird Registration – **Virtual** (rate ends 9/22/2021)

\$499 Standard Registration – **In-Person** (9/23/2021 or after)

\$449 Standard Registration – **Virtual** (9/23/2021 or after)

Groups

\$400 Early Bird Groups of 5 or More – **In-Person** (rate ends 9/22/2021)

\$375 Early Bird Groups of 5 or More – **Virtual** (rate ends 9/22/2021)

\$450 Standard Groups of 5 or More – **In-Person** (9/23/2021 or after)

\$425 Standard Groups of 5 or More – **Virtual** (9/23/2021 or after)

Students

\$ 150 Full-Time Law Student – **In-Person** or **Virtual**

FORMAT

Will you attend in person or view sessions remotely? *On-Demand recordings will not be made available after the Institute.*

In-Person Virtual

LUNCHEON MEAL REQUEST

If you are attending in person, do you want an alternate lunch?

I need a vegan and gluten-free luncheon meal.

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