

SATURDAY
OCTOBER 22, 2022

IN-PERSON ONLY
8:40 AM – 5:00 PM PDT

USC UNIVERSITY
PARK CAMPUS

USCGould
School of Law



BEVERLY
HILLS
BAR
ASSOCIATION

**No Joke: Current Realities
in the Entertainment World**

USC GOULD SCHOOL OF LAW – BEVERLY HILLS BAR ASSOCIATION

2022 INSTITUTE ON
**ENTERTAINMENT
LAW AND BUSINESS**

KEYNOTE SPEAKER

BYRON ALLEN
ALLEN MEDIA GROUP



MCLE/CPE CREDITS AVAILABLE

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

#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!

REGISTER ONLINE AT

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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
Lackey | McDonald, PLLC
Nashville, TN

Chrissy Maron
Rowan Maron Feil LLP

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
Los Angeles, CA 90089-0071

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

Belinda Macauley
Executive Director
Beverly Hills Bar Association
and Foundation

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.

Liz Hyman
President and CEO
XR Association

Jordan McCollum
VP, Legal
Meta's Reality Labs

Jimmy Nguyen
CEO
Blockchain for All

MODERATOR
Travis Cloyd
CEO and Futurist
WorldwideXR & Thunderbird
School of Global Management

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 from the viewpoint of recorded music, touring, and future opportunities. The challenges for artists and companies will be discussed, including agreements that cover all necessary aspects, tips in revenue stream negotiation, and what contract terms still work.

Lucy Dickens
Global Head of Music
WME

Jeff Harleston
GC and Executive Vice President of
Business & Legal Affairs
Universal Music Group

Moe Shalizi
Founder and CEO
The Shalizi Group

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

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>

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.

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."



1:15 PM – 2:35 PM

Luncheon and Keynote Presentation: Interview with Byron Allen

USC Ronald Tutor Campus Center Ballroom

Join Byron Allen, Founder, Chairman, and Chief Executive Officer of Allen Media Group, for a 30-minute conversation with Bruce Ramer about the current landscape of the entertainment industry.

Byron Allen

Founder/Chairman/CEO
Allen Media Group

Bruce M. Ramer

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

2:35 PM – 2:45 PM

Luncheon Program Adjournment

Passing Period to USC Gould School of Law

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.

e indicated MCLE Legal Ethics credit

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.

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.

Brittany Hveem

SVP, Head of Business Affairs
Hulu

Adam Kaller

Hansen Jacobson et al.

Karen Tatevosian

EVP, Head of Business
Affairs and Operations
Sony Pictures Television, Inc.

Craig Wagner

EVP, Business Affairs,
and General Counsel
Paradigm Talent Agency

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GHJ

Maria Anguelova

Executive Vice President,
Corporate Development
Sony Pictures Entertainment

Brooks Hansen

Managing Director
The Raine Group

Jason Sklar

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Shamrock Capital

Andy Yeatman

Managing Director
Moonbug Entertainment

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Christopher Kunke

VP, Information and Technology,
Corporate Legal
MGM Studios

Susan Rohol

SVP and Chief Privacy Officer
Warner Bros. Discovery

MODERATOR

Justine Young Gottshall

InfoLawGroup LLP

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.

Joseph D. Chianese
SVP-Production Incentives,
Practice Leader
Entertainment Partners

Tim Johnson
Fieldfisher LLP

Jay Roewe
SVP, Production - Incentives &
Production Planning
HBO/HBOMAX/
Warner Bros. Discovery

Dr. Laura M. Zentner
Greenberg Traurig Germany, LLP
Berlin, Germany

MODERATOR
Lawrence J. Ulman
Senior Vice President
Comcast

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

Marshall R. Cole
Nemecek & Cole

Ellen A. Pansky
Pansky Markle Attorneys at Law

MODERATOR
Neville L. Johnson
Johnson & Johnson LLP

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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Partner and Head of Television
and Live Entertainment
Business Affairs, Inc.

upcoming USC Gould School of Law programs

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TAXATION

Monday - Wednesday, January 23-25, 2023

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Monday - Tuesday, March 20-21, 2023

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



frequently asked questions

FORMAT

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.

REGISTRATION

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.

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 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.

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 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.

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 <http://gould.usc.edu/cle/entertainment> or call our office at (213) 821-3580.

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registration

2022 INSTITUTE ON **ENTERTAINMENT LAW AND BUSINESS**

Saturday, October 22, 2022

gould.usc.edu/cle/entertainment



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- \$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&P Office (LLM/MSL) or Student Services (JD) for their discount code. Code: _____

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FORMAT

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

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