

SATURDAY
OCTOBER 16, 2021

VIRTUAL
8:40 AM – 5:00 PM PDT

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School of Law


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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. Format Update: After careful deliberation, the Institute committee has made the decision to host the 2021 Institute on Entertainment Law and Business in an exclusively virtual format. We look forward to connecting with you online!

Additional 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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A portrait of Brian L. Roberts, Chairman and Chief Executive Officer of Comcast Corporation. He is a middle-aged man with glasses, wearing a light-colored V-neck sweater over a collared shirt. He has his arms crossed and is standing in a modern, brightly lit interior space with circular ceiling lights and architectural beams.

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.

8:40 AM

Welcome and Opening Remarks

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Mary S. Ledding

CO-CHAIR

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Mark E. Halloran

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HTM Partners LLP

8:45 – 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

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

Dan Novack

Senior Counsel

Penguin Random House Publishing

Robert "Bobby" M. Schwartz

Quinn Emanuel Urquhart &

Sullivan, LLP

Kerry Garvis Wright

Glaser Weil LLP

MODERATOR

Stanton "Larry" Stein

Russ, August & Kabat LLP

11:15 – 12:15 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

12:30 – 1:30 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.

1:45 – 2:30 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.

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.

5:00 PM

Adjournment

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

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Marc Maister

Former Head of Insurance Recovery
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King, Holmes, Paterno & Soriano, LLP

Jonathan Gottlieb

General Counsel
Autograph

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Latham & Watkins LLP

Lesley Silverman

Agent, Digital Assets
United Talent Agency

MODERATOR

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Gibson, Dunn & Crutcher LLP

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

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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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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

FORMAT UPDATE

After careful deliberation, the Institute committee has made the decision to host the 2021 Institute on Entertainment Law and Business in an exclusively virtual format. We look forward to connecting with you online!

REGISTRATION

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.

If you previously paid for an In-Person Registration, we will be issuing refunds for the difference between the amount paid and the current virtual rate.

VIRTUAL BROADCAST

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

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

We are utilizing a new event platform called Cvent Attendee Hub. In order to view the live broadcast, you will be sent an informational email approximately two days prior to the Institute. Please keep your confirmation number on hand when you log into the platform. You will be emailed a six-digit verification code each time you log into Attendee Hub. It is strongly recommended that you enter your cell phone in the registration process so that code can also be sent via text message.

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**.

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 extended 10/16/2021

registration

2021 INSTITUTE ON ENTERTAINMENT LAW AND BUSINESS

Saturday, October 16, 2021

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\$379 Early Bird Registration – **Virtual** (rate extended to 10/16/2021)

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\$375 Early Bird Groups of 5 or More – **Virtual** (rate extended to 10/16/2021)

Students

\$ 150 Full-Time Law Student – **Virtual**

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

FORMAT UPDATE

The Institute has moved to a virtual only format. If you previously paid for an In-Person Registration, we will be issuing refunds for the difference between the amount paid and the current virtual rate.

PAYMENT METHODS

Credit Card: Register and pay online at <http://cle.usc.edu/entertainment>
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Check: Please make checks payable to **USC Gould School of Law** and mail with completed form to:

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CANCELLATIONS

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