SATURDAY
OCTOBER 14, 2023

IN-PERSON AND VIRTUAL
TICKET OPTIONS

USC UNIVERSITY PARK CAMPUS
8:25 AM – 5:20 PM PDT

USC Gould School of Law

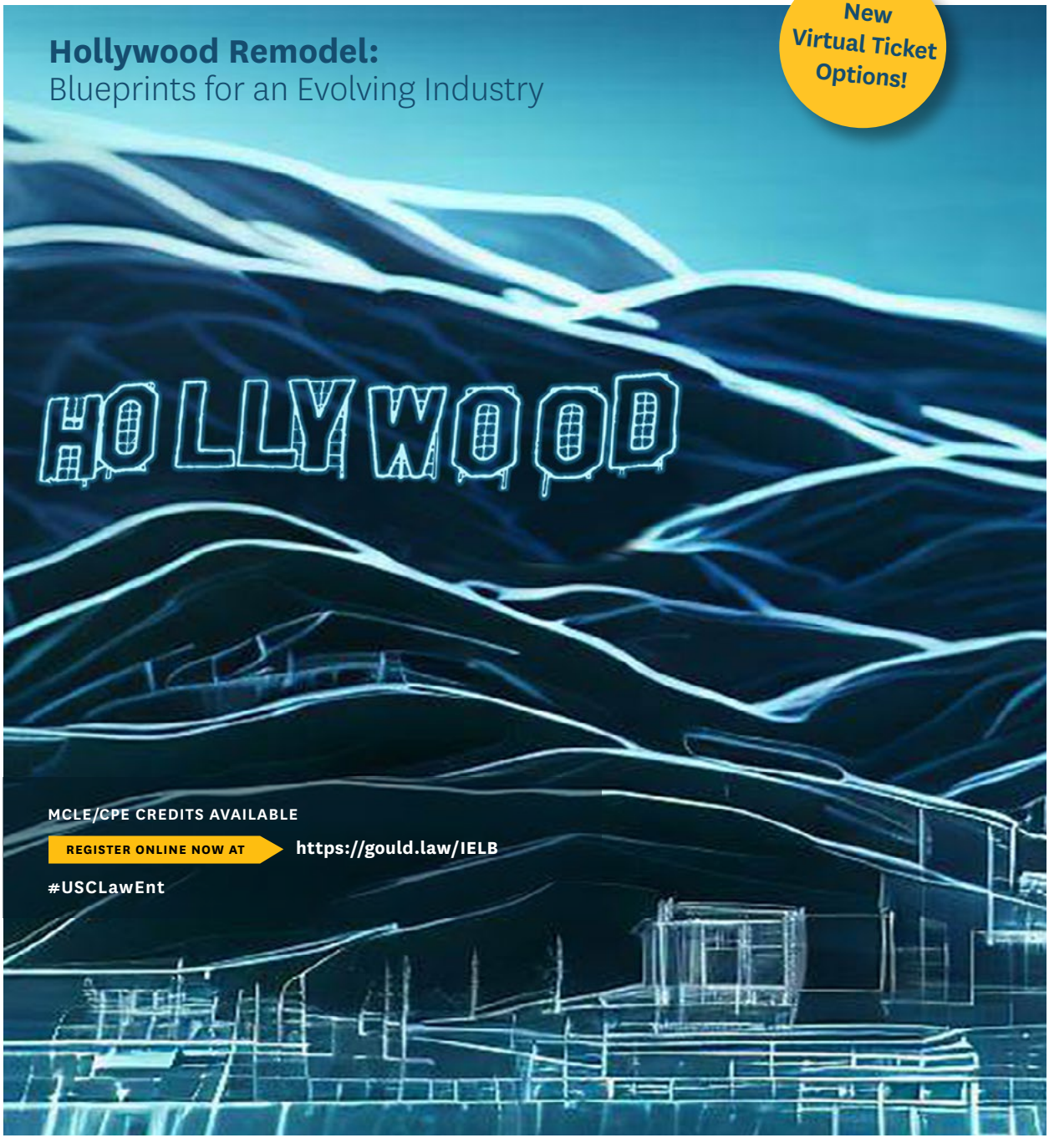
BHBA BEVERLY HILLS BAR ASSOCIATION

USC GOULD SCHOOL OF LAW – BEVERLY HILLS BAR ASSOCIATION

2023 INSTITUTE ON **ENTERTAINMENT LAW** AND **BUSINESS**

New Virtual Ticket Options!

Hollywood Remodel:
Blueprints for an Evolving Industry



MCLE/CPE CREDITS AVAILABLE

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

#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 2023 Institute on Entertainment Law and Business will be held in person at the USC University Park Campus. Livestreaming and replays of the Institute will also be available on the event platform. 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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2023 INSTITUTE ON **ENTERTAINMENT LAW** AND **BUSINESS**

Morning Program

8:25 AM – 8:30 AM
Welcome and Opening Remarks
USC Town & Gown

Mary S. Ledding
VICE CHAIR
Law Office of Mary S. Ledding

8:30 AM – 9:15 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 there are more industry adjustments that affect the entertainment legal practice. Join us to hear how the major players have evolved, where streaming deals may be headed, and what lies on the horizon in entertainment.

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

9:15 AM – 10:00 AM
Generative AI: Some Practical Considerations

While the world is swirling with the potential/hazards of artificial intelligence (AI), this presentation by two experts will focus on advising clients regarding such things as licensing their data for AI usage and other monetization opportunities, copyright protectability, and rights of privacy claims as to generative AI products. Strategies to mitigate legal risks and magnify rewards while harnessing the benefits of AI technology will be examined together, with the current state of protectability of AI-generated material. Our experts will also consider the rise of unlicensed celebrity chatbots and deepfake persona together with possible legal solutions that may be available.

Prof. Kevin J. Greene
John J. Schumacher Chair | Professor of Law
Southwestern Law School

Alexis Robinson
Partner
Sheppard, Mullin, Richter & Hampton LLP

10:00 AM – 11:00 AM
Legal Perspectives on Compensation in the Streaming Industry

This panel will discuss trends in compensation structures on streaming deals as well as debate the way in which such deals might evolve to increase equity, transparency, and profits for all stakeholders, including streaming services, production companies, and talent. Discussion will include the question of exclusivity in licensing, the development of a more equitable model of profit sharing among the stakeholders, as well as the enhancement of transparency through sharing of data on the success of programs.

Gabriel Brakin
Chief Operating Officer
Participant Media

Robert Darwell
Head of Global Media
Sheppard, Mullin, Richter & Hampton LLP

Craig A. Emanuel
Partner
Paul Hastings LLP

Jeremy Zimmer
Chief Executive Officer
United Talent Agency

MODERATOR
Ilan Haimoff
Partner
GHJ

11:00 AM – 11:20 AM
Networking Break

11:00 AM – 11:05 AM

Morning Program Resumes

USC Town & Gown

11:20 AM – 12:20 PM

The A to Z of Music Streaming

With streaming being the dominant method by which music is accessed by consumers and revenues are generated, the panel will discuss a broad range of market, economic, business and legal issues. Topics will include a brief market overview; public performances subject to the payment of royalties; compulsory and traditional licenses; criteria for earning $1 USD; calculations for free, subscription and advertising models; rights clearance and dilution issues for video embodying sound recordings; applicable international treaties, conventions and elective standards; and others.

Belinda Macauley
Executive Director
Beverly Hills Bar Association and Foundation

Tucker McCrady
Executive Vice President & General Counsel
The Orchard

Kathy Spanberger
President & Chief Operating Officer
Peermusic Anglo American Region

MODERATOR
Jordan Bromley
Partner
Leader, Manatt Entertainment
Manatt Phelps & Phillips, LLP

12:20 PM – 1:20 PM

Breaking the Video Game Curse: Deal-Making in Video Game Adaptations

For years, TV and movie adaptations of popular video games have fallen short of expectations, but all that has changed with the success of "Sonic the Hedgehog," "Arcane League of Legends," "The Last of Us" and others. Our panel will cover the unique legal, business and other challenges around adapting beloved video game properties, including complex rights, control, production and creative issues from both a game company and studio perspective and examine some of the reasons for this success.

Lindsay Feldman
Head of Television Business Affairs
Amazon Studios

Joseph Rodriguez
EVP, Business Affairs & Administration
Paramount Pictures

Chris Salvaterra
SVP, Drama Series
HBO

Brian Wright
Chief Content Officer
Riot Games

MODERATOR
Patrick O'Brien
Business Development, Strategy
Forte

1:20 PM – 1:30 PM

Morning Program Adjournment

Passing Period to USC Ronald Tutor Campus Center Ballroom

PROGRAM CONTINUED >>

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1:30 PM – 2:05 PM
Luncheon
USC Ronald Tutor Campus Center Ballroom

2:05 PM – 2:50 PM
Keynote Presentation
Keynote speaker will be announced shortly.

To be presented in conversation with:
Bruce M. Ramer
CHAIR
Gang, Tyre, Ramer, Brown & Passman, Inc.

2:50 PM – 3:00 PM
Luncheon Program Adjournment
Passing Period to USC Gould School of Law

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.**

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.

register online
https://gould.law/IELB

Afternoon Program

3:00 PM – 4:00 PM
Afternoon Panels – First Session
USC Gould School of Law

Latest Developments in Copyright, Trademark and Right of Publicity

Professor Betsy Rosenblatt of Case Western Reserve School of Law will highlight recent cases on copyright, trademark, and rights of publicity. Topics include recent Supreme Court cases involving fair use and trademark parodies; disputes involving rights of publicity, defamation, and the "actual malice" standard; IP issues raised by generative AI; and other notable cases.

Prof. Betsy Rosenblatt
Professor of Law
Case Western Reserve University
School of Law

Music Acquisition in Entertainment Productions

Music creation and acquisition occurs in all entertainment products across all forms of media. This panel will explore and explain the common elements of music utilized in entertainment productions and discuss the legal acquisition processes related to composer agreements (services covered, fee structures, rights ownership of resulting compositions and recordings, soundtrack royalties, and music publishing issues), original songs (songwriter deals, recording agreements, record label waivers, and music publishing), music licensing (master use and composition synchronization licenses), and soundtrack albums (rights, record label distribution deals, music producer agreements).

Joy Murphy
SVP, Head of Film & Television Music Licensing
Universal Music Publishing Group

Alexandra Nickson
SVP, Head of TV Music
DreamWorks Animation

Elizabeth Rank
SVP, Business & Legal Affairs
Universal Music Group

MODERATOR
Dan Butler
Head of Music, Business & Legal Affairs
The Walt Disney Studios

Entertainment Litigation Developments

Panel members will discuss the most recent litigation developments in entertainment. Panelists will review the Supreme Court Jack Daniels case, defamation cases (including Depp), celebrity endorsement cases (Crypto, etc.), NFT cases (Birkin, etc.), concert safety cases (Astroworld, Madison Square Garden), and possibly strike related litigation.

Daniel B. Lifschitz
Senior Associate
Johnson & Johnson, LLP

Camille M. Vasquez
Partner
Brown Rudnick LLP

Ashley R. Yeargan
Partner
Russ August & Kabat Law

Moderator
Yakub Hazzard
Partner / Co-Chair,
Litigation Department
Mitchell Silberberg & Knupp LLP

The Ethics of AI

The growing sophistication and ubiquity of artificial intelligence (AI) has raised a number of ethical concerns for attorneys, including under the California Rules of Professional Conduct. These include issues of competence (e.g. citing cases that don't exist), confidentiality (revealing privileged information), supervision (did you monitor your associate's work product?), unauthorized practice of law (using information input by non-lawyers), bias and fairness (was the input biased and therefore your search is too?), and transparency (did you reveal the use of AI to your client?). Without controls compatible with these principles, the worry is that AI will be biased, unfair, or lack proper transparency or accountability and possibly be deemed the unauthorized practice of law.

1 HOUR OF MCLE LEGAL ETHICS CREDIT

Dazza Greenwood
Founder and CEO
law.MIT.edu and CIVICS.com Consultancy Services

Olga V. Mack
Vice President & CEO of CounselLink CLM
LexisNexis

Ashod Mooradian, Esq.
Founder
Law Office of Ashod Mooradian, A Professional Law Corporation

MODERATOR
Brian C. Schaller
Partner
InfoLawGroup LLP

Labor Update 2023

The labor panel will include various labor issues surrounding the members of primary entertainment guilds (SAG-AFTRA, WGA, DGA), including employment and workers comp issues. Panelists will also discuss the status of the successor agreements for these above-the-line guilds. Topics include key updated contract terms and, if any of the three unions remain on strike, the main points of contention.

Kristina Fredericks
Senior Corporate Counsel & Head of Labor Relations
Amazon Studios

Olga Rodriguez-Aguirre
Executive Director/Co-Head, Entertainment Contracts
SAG-AFTRA

Marc Sandman
SVP, Television
The Walt Disney Company

MODERATOR
Adam Levin
Partner
Mitchell Silberberg & Knupp LLP

4:00 PM – 4:20 PM
Networking Break

4:20 PM – 5:20 PM
Afternoon Panels – Second Session
USC Gould School of Law

The concurrent sessions held at 3:00 PM repeat at 4:20 PM. Attend a second session of your choice!

5:20 PM
Adjournment

BEVERLY HILLS BAR ASSOCIATION

Become a Beverly Hills Bar Association member and join colleagues in the largest Entertainment Law Section in the country. BHBA Entertainment and IP, Internet & New Media MCLE programs are held monthly. All Entertainment and IP, Internet & New Media programs are also available online. Go to **www.bhba.org.**

planning committee

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EVP, Head of Business & Legal Affairs
Jesse Collins Entertainment

Ilan Haimoff
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Daniel D. Helberg
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Entertainment & Media Transactions Practice
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Robin Maness
Associate Dean of Development,
Alumni Relations and CLE
USC Gould School of Law

Beth Millman
Co-Head/Executive Director,
Entertainment Contracts
SAG-AFTRA

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Managing Member
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Gregg B. Ramer
Entertainment and Media Advisor

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SVP, Associate GC
CBS Studios

Thomas A. White
Artist Rights Consultant

Daniel M. Yankelevits
EVP, Legal Affairs
Sony Pictures Entertainment

Juliette C. Youngblood
President
Youngblood Group PC

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Lindsey Gleitman
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Vice President,
Business & Legal Affairs
Anonymous Content

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Hulu

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-Person and Virtual Livestream **maximum** credits: **7** hours, of which **1 hour may apply to legal ethics** credit.
- Replays/Videos On Demand **maximum** credits: **11** hours, of which **1 hour may apply to legal ethics** credit.

(e) indicates MCLE Legal Ethics credit

We are partnering with the American Bar Association on out-of-state applications and credit reporting. Please watch for future emails from mcle-uscgould@americanbar.org regarding affidavits and certificates after the Institute has concluded. Certificates will be available once the attendee fills out their personal affidavit after the Institute has concluded. We appreciate your patience while we verify attendance.

ACCOUNTANTS. Continuing Professional Education (CPE): This program meets the guidelines set by the California State Board of Accountancy in the amount of **390 minutes.** The maximum CPE that may be claimed is **7.5** hours.

Virtual Livestream - Exclusive content available at your fingertips!

How do Virtual tickets work?
Choosing the "Virtual" ticket on the registration form signs you up for the livestream of the Institute on Saturday, October 14. Sessions can be viewed from the comfort of your home or office! Once you are registered, you will receive a link to the Cvent Attendee Hub event platform where you will view all of the sessions and be able to view the replays after the Institute concludes.

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 in the event platform. (Virtual tickets are priced higher due to the increased costs associated with the Institute livestreaming and recording.)

Can I receive credit for watching the replays in the event platform?
The In-Person Institute and virtual livestream are available for MCLE and CPE credits. Watching the replays in the event platform is 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.

upcoming USC Gould School of Law programs

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Monday-Wednesday, January 22-24, 2024

INTELLECTUAL PROPERTY
Monday-Tuesday, March 18-19, 2024

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

2023 Institute Venue Update

General Sessions	***USC Town & Gown***
Luncheon & Keynote	***USC Ronald Tutor Campus Center Ballroom***
Afternoon Breakouts	***USC Gould School of Law***

frequently asked questions

FORMAT

The 2023 Institute on Entertainment Law and Business will be held in person with a concurrent livestream. Replays will be available on the event platform until November 13, 2023.

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 on the event platform until November 13, 2023. Early registration is encouraged as space is limited.

Note: Parking fees are no longer 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 the replays on the event platform until November 13, 2023.

EVENT PLATFORM

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. 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 lobby of the Gould School of Law from 7:30 a.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 **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/IELB23Dietary or check the appropriate box in the registration form on the last page. The Institute cannot accommodate special meal requests without advance notification.

registration

2023 INSTITUTE ON **ENTERTAINMENT LAW** AND **BUSINESS**
SATURDAY, OCTOBER 14, 2023
https://gould.law/IELB

Registrant Name: _____

Occupation/Title: _____

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Office Telephone: _____ Mobile Phone*: _____

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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: _____

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

☐ Name, organization, and address
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REGISTRATION

Individual

☐ $509 Standard Registration – **In-Person**
☐ $559 Standard Registration – **Virtual**
☐ $458 Recent USC Gould Alumni (Grad Years 2013-2023) – **In-Person**
☐ $508 Recent USC Gould Alumni (Grad Years 2013-2023) – **Virtual**

Groups

☐ $499 Groups of 5 or More from the Same Organization – **In-Person**
(printed registration forms must be submitted together)
☐ $549 Groups of 5 or More from the Same Organization – **Virtual**
(printed registration forms must be submitted together)

Students

☐ $300 Full-Time Law Student – **In-Person**
☐ $350 Full-Time Law Student – **Virtual**

LUNCHEON MEAL – ALTERNATIVE/SPECIAL REQUEST

To request a special luncheon meal, complete the alternate meal form at https://gould.law/IELB23Dietary or select the box below.

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

FORMAT

The Institute is being offered in person with a concurrent livestream. Replays will be available on the event platform until November 13, 2023.

PAYMENT METHODS

☐ **Credit Card:** Register and pay online at **https://gould.law/IELB**
(Recommended for faster service)

☐ **Check:** 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

CANCELLATIONS

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