

## The Donald E. Biederman Entertainment & Media Law Institute

Southwestern Law School has had a long and intensive involvement with the entertainment and media industries particularly in the Los Angeles area. Located at the center of "The Entertainment Capital of the World" and the "Digital Coast," Southwestern has an outstanding entertainment- and media-oriented faculty. Southwestern graduates occupy important positions with a broad range of entertainment and media companies and with law firms specializing in the representation of entertainment and media clients. Recognizing the growing interest in this area around the country and internationally, Southwestern launched the Donald E. Biederman Entertainment & Media Law Institute to provide a broad-based entertainment, media and intellectual property law curriculum for law students as well as information and assistance to practitioners.

[www.swlaw.edu](http://www.swlaw.edu)

## The Media Law Resource Center

The Media Law Resource Center — formerly the Libel Defense Resource Center — is a non-profit information clearinghouse organized by the media over 25 years ago to monitor developments and promote First Amendment rights in the libel, privacy and related legal fields. MLRC's Media Membership includes the nation's leading media companies, media and professional trade associations, and media insurance industry entities. MLRC's law firm wing, the Defense Counsel Section, has more than two hundred member firms nationwide, in Canada, England and elsewhere around the world, engaging in media and First Amendment defense representation. MLRC's major projects and programs include the annual 50-State Surveys on Media Libel Law, Media Privacy and Related Law, and Employment Libel and Privacy Law, the quarterly research-based MLRC Bulletin, a monthly compendium of new developments, and various symposia on media law and litigation issues.

[www.medialaw.org](http://www.medialaw.org)

## BRAVE NEW WORLD

### *Representing Entertainment Clients in an Evolving and Regulated Environment*

The entertainment industry has entered a Brave New World of digital video recorders, changing audience demographics, and new media. The seismic shifts roiling the industry present opportunities and risks which are challenging lawyers to be evermore creative in representing clients in film, television and other entertainment businesses.

This conference examines legal, regulatory and transactional issues central to the successful development and implementation of 21st century strategies for coping with the changes that are upon us. The subjects addressed range from the increasingly important field of brand and product integration, to Washington's rediscovered love affair with indecency regulation, and the continuing development of the law governing programming that straddles the line between fact and fiction.

Whatever your area of practice, these are subjects with which any entertainment lawyer must be familiar to practice in a dynamic and evolving environment.

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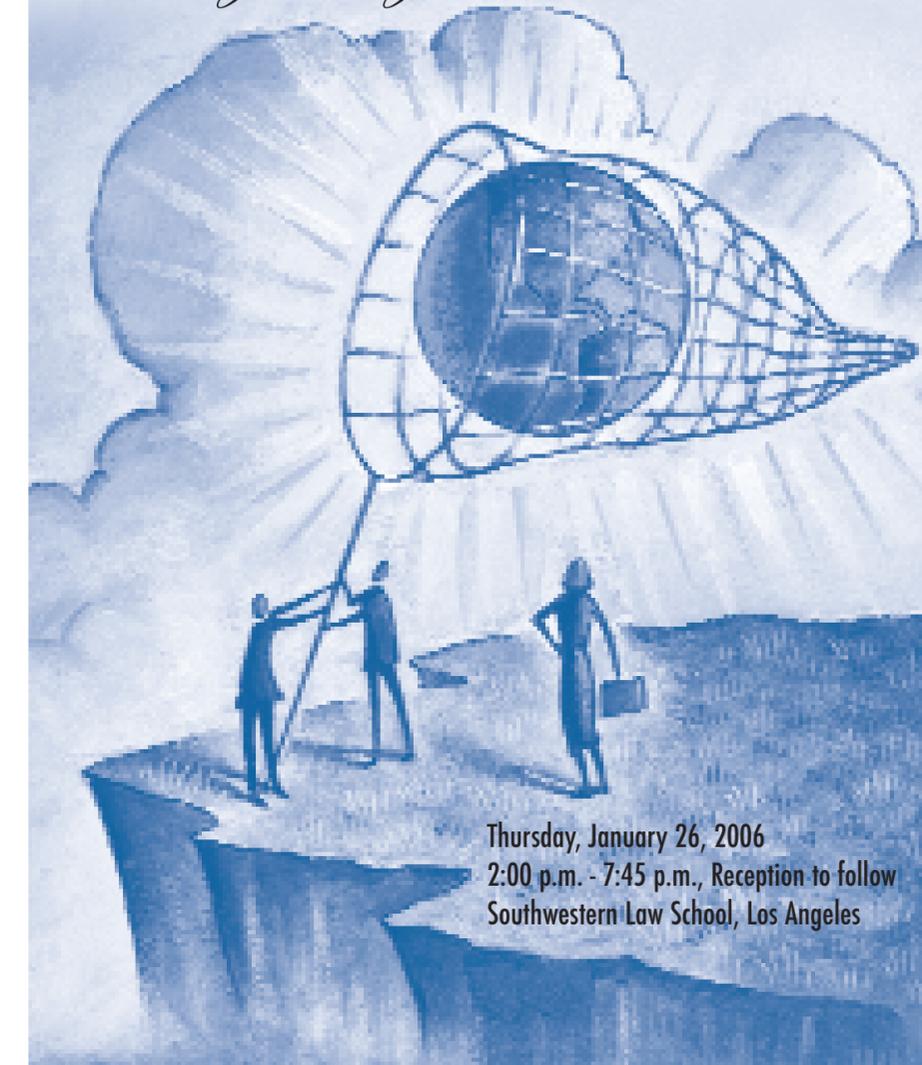
## SOUTHWESTERN LAW SCHOOL

Donald E. Biederman Entertainment & Media Law Institute

and the **MEDIA LAW RESOURCE CENTER** present

## BRAVE NEW WORLD

### *Representing Entertainment Clients in an Evolving and Regulated Environment*



Thursday, January 26, 2006  
2:00 p.m. - 7:45 p.m., Reception to follow  
Southwestern Law School, Los Angeles

# Agenda

# Thursday, January 26, 2006

1:00 - 2:00 p.m. Registration

2:00 - 2:15 p.m. Welcome and Introductory Remarks

2:15 - 3:30 p.m. To Clear or Not to Clear: Product Uses in Film and Television

- What are the legal issues with using products in entertainment programming?
- Will anti-dilution trademark laws dilute creativity?
- Are defamation claims a real risk with unflattering product placements?
- What are the implications of undisclosed paid consultants promoting products in programming?

Moderator: Robert Lind  
Panelists: Robert H. Rotstein, Jared Jussim, Rita Tuzon

3:30 - 3:40 p.m. Break

3:40 - 4:55 p.m. Let's Make a Deal: Brand Integration Transactions and Beyond

- What are the key elements of a brand or product integration deal?
- Can brand integration and creative control peacefully coexist?
- What are the legal and regulatory requirements and limits in structuring deals?

Moderator: James D. Taylor  
Panelists: Crissy Thomas-Taylor, Jeff Matloff, Jordan Yospe

4:55 - 5:05 p.m. Break

## Speakers

**JONATHAN ANSHELL** is Executive Vice President and General Counsel of CBS Broadcasting, Inc. He oversees all legal issues arising from the broadcast, production and distribution operations of the CBS and UPN television networks as well as Paramount Television.

**DANIEL BRENNER** is Senior Vice President for Law & Regulatory Policy at the National Cable & Telecommunications Association in Washington, D.C. Previously, he served as Director of the Communications Law Program and a member of the faculty at UCLA Law School. He is lead author of *Cable Television and Other Nonbroadcast Technologies* (West), a leading cable law treatise.

**OLIVIA COHEN-CUTLER** is Senior Vice President, Broadcast Standards and Practices Department for ABC, Inc., a position she has held since May 2000. This department is responsible for determining the acceptability of all entertainment programming, promotional and public service announcements, and commercial material broadcast over the ABC Television and Radio Networks and the ABC Family Channel, and assists ESPN and other Disney cable outlets.

**ROBERT CORN-REVERE** is a partner in the Washington, D.C. office of Davis Wright Tremaine where he specializes in the First Amendment, Internet related issues and FCC regulatory matters. He has written extensively and is a frequent speaker on First Amendment, Internet and communications-related subjects.

**PAT DUNCAN** has been with HBO for over five years. She has handled all legal matters for various HBO series, mini-series, and films including several that blur the lines between fiction and reality, such as *Curb Your Enthusiasm*, *Unscripted* and *K Street*. Previously, she worked at NBC where her responsibilities included production work for series and films, pre-broadcast review, and IP litigation.

5:05 - 6:20 p.m. Big Brother Really is Watching: Wardrobe Malfunctions and Other Indecency Concerns

- How does clearance counsel cope with shifting notions of decency?
- What does the FCC really care about?
- Do cable and satellite need to worry about the long arm of Washington?

Moderator: Robert Corn-Revere  
Panelists: Jonathan Anshell, Daniel Brenner, Olivia Cohen-Cutler

6:20 - 6:30 p.m. Break

6:30 - 7:45 p.m. Surviving the Matrix: Legal Pitfalls of Blurring Fact and Fiction

- When can a real person be defamed by fiction and humor?
- Are claims for life story rights completely dead?
- Where does copyright end and the public domain start?
- How public is a public figure?

Moderator: Maya Windholz  
Panelists: Pat Duncan, Kent Raygor, Steve Rogers, Jeremy Williams

7:45 - 9:00 p.m. Reception

Sponsored by the law firms of **Davis Wright Tremaine, Loeb & Loeb, and Leopold, Petrich & Smith**

**JARED JUSSIM** is Executive Vice President-Intellectual Property for Sony Pictures Entertainment. He has been with Sony for approximately 36 years and was previously in private practice.

**ROBERT LIND** is the Paul E. Treusch Professor of Law at Southwestern Law School and a leading scholar in the fields of copyright, trademark, entertainment and art law. A prolific writer, he is the author and co-author of widely used casebooks, treatises and study guides on entertainment law, museum law and newsgathering and the law, as well as copyright and trademark.

**JEFF MATLOFF** currently serves as a Senior Corporate Counsel at T-Mobile USA, Inc., where he primarily supports the marketing department in the negotiation and drafting of talent, sponsorship and promotions agreements, and in the review of advertising and marketing materials in all media. Prior to joining T-Mobile, he worked for 21 years as an entertainment attorney in Los Angeles.

**KENT RAYGOR** is a partner in Sheppard Mullin Richter & Hampton where he practices in the Entertainment and Media Group. His practice focuses on civil litigation of intellectual property, media and First Amendment issues, and he represents a wide variety of clients in the entertainment and media industries.

**STEVE ROGERS** is Senior Vice President, Business Affairs at Showtime. Before joining Showtime in 1996, he worked in theatrical business affairs at MGM-UA and was a features lawyer at Columbia Pictures.

**ROBERT H. ROTSTEIN** is a partner in McDermott Will & Emery's Los Angeles office. As a member of the Intellectual Property, Media & Technology Department, his practice focuses on complex business issues related to intellectual property law, copyright law and entertainment litigation.

**CRISSY THOMAS-TAYLOR** is Senior Counsel of Legal Affairs for the NBC Universal Television Group. She is the lead attorney responsible for negotiating and drafting NBC's brand

# General Information

**Location**  
Southwestern Law School, Bullocks Wilshire Building,  
3050 Wilshire Blvd., Los Angeles, CA 90005  
Parking available on campus for \$5.  
For map & directions visit [www.swlaw.edu/directions](http://www.swlaw.edu/directions)

**CLE Credit**  
5 hours of CLE credit. Southwestern is a State Bar of California approved MCLE provider.

**Fee**

Early registration (before January 15)	\$90
Late registration (after January 15 or at door)	\$100
Students	\$25

**Questions?**  
Contact Tamara Moore of the Donald E. Biederman Entertainment & Media Law Institute at Southwestern Law School: 213.738.6602 or [institute@swlaw.edu](mailto:institute@swlaw.edu)

**Planning Committee**  
Sandra Baron ▶ Executive Director, Media Law Resource Center  
David Cohen ▶ Vice President, Legal, ABC, Inc.  
David Kohler ▶ Director, Donald E. Biederman Entertainment & Media Law Institute and Professor of Law, Southwestern Law School  
Douglas Mirell ▶ Partner, Loeb & Loeb  
Maya Windholz ▶ Senior Vice President, Legal Affairs, NBC Universal

integration agreements, and also handles series and talent agreements for the various NBCU companies.

**JAMES D. TAYLOR** is co-managing partner of Loeb & Loeb's National Entertainment Section, and is chair of the firm's Advertising and Promotions Law Group. His principal practice areas include advertising, marketing and promotions for traditional and online media as well as Internet law, trademark and copyright law.

**RITA TUZON** is Executive Vice President, Business and Legal Affairs and General Counsel for Fox Cable Networks. She supervises all legal and business matters, including Standards and Practices, relating to Fox Cable Networks' regional and national cable networks, video on demand and other content services.

**JEREMY WILLIAMS** is Senior Vice President and Deputy General Counsel of Warner Bros. Entertainment, Inc. As head of the company's Intellectual Property Department, he works regularly on copyright, trademark and related intellectual property matters, including those involving legislation, litigation and production clearances.

**MAYA WINDHOLZ** is Senior Vice President, Legal Affairs, for NBC Universal Television Group. She oversees legal matters regarding the production and content of NBCU's scripted television shows and related marketing activities. Previously, she worked for 10 years for NBC in New York, most recently as senior attorney for all of NBC's news operations.

**JORDAN YOSPE** currently oversees all business and legal affairs operations for Mark Burnett Productions, but soon will be venturing out to devote his full attention to brand integration deals in feature films, television, music and video gaming. Before joining Mark Burnett, he spent six years at what is now Pillsbury Winthrop Shaw Pittman, where he helped initiate the firm's entertainment law practice.

# Registration Form

Each attendee must register. If necessary, make copies of this form and complete one for each attendee in your group.

You may register by filling out this form and faxing it to the Biederman Institute at 213.738.6614  
**OR**  
mailing it to: Southwestern Law School  
Donald E. Biederman Entertainment & Media Law Institute  
675 S. Westmoreland Ave.  
Los Angeles, CA 90005



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Registration fee (\$90 before Jan. 15; \$100 after Jan. 15 or at door; \$25 for students)

- A check is enclosed (made payable to Southwestern Law School)
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