

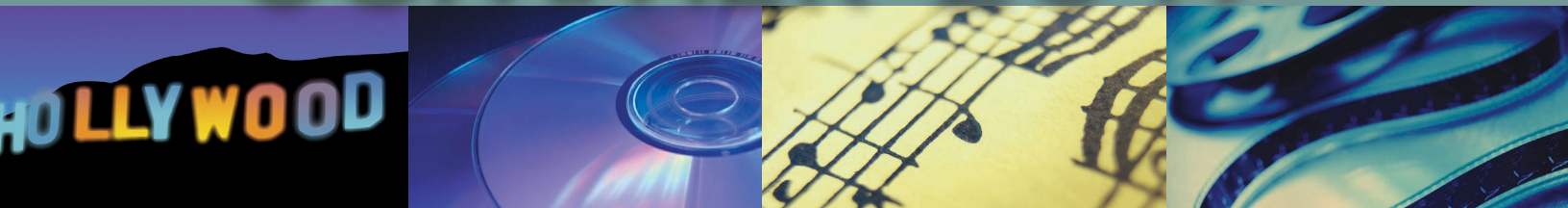
SOUTHWESTERN LAW SCHOOL

DONALD E. BIEDERMAN ENTERTAINMENT & MEDIA LAW INSTITUTE PRESENTS

THE 22ND ANNUAL SUMMER ENTERTAINMENT LAW PROGRAM IN LOS ANGELES

MAY 31 - JULY 26, 2017

SUMMER 2017



SPEND A SUMMER IN LOS ANGELES! VISITING STUDENTS WELCOME

FEATURING:

- Specialized entertainment, media and sports law COURSES TAUGHT BY TOP ATTORNEYS in the entertainment industry
- ADDITIONAL SUMMER SESSION COURSES to provide students with more options and greater scheduling flexibility
- A variety of 2-5 unit EXTERNSHIPS in television, motion picture or recording studios, associations, agencies and other entertainment industry settings (very competitive positions requiring early application)

ENTERTAINMENT/MEDIA LAW COURSES*

Copyright Law (3 units)

Professor Robert F. Helfing, MW, 6 - 9 p.m.

Defamation, Privacy, Publicity & Celebrity (2 units)

Professor Deborah Drooz, TTh, 6 - 8 p.m.

Drafting Entertainment Industry Contracts (2 units)

Professor Jared Jussim, TTh, 6 - 8 p.m.

Entertainment Industry Guilds (2 units)

Professor Danielle Van Lier, MW, 8:10 - 10:10 p.m.

Entertainment Law (3 units)

Professor Amanda M. Seward, TTh, 6 - 9 p.m.

Entertainment Litigation (2 units)

Professor Michael Blaha, TTh, 8:10 - 10:10 p.m.

IP Licensing in the Technology Industry (2 units)

Professor Michael D. Scott, MW, 8:10 - 10:00 p.m.

The Music Publishing Industry (2 units)

Professor Michael Rexford, TTh, 8:10 - 10:10 p.m.

Sports Law (2 units)

Professor Jeff Birren, Sat., 9 a.m. - 1 p.m.

* Schedule is subject to change. Please consult Southwestern's website for latest updates and additional information on course requirements and prerequisites. www.swlaw.edu/academics/summer

ENTERTAINMENT/MEDIA LAW COURSE DESCRIPTIONS

Copyright Law: This course is an in-depth study of copyright law and its protection of the intangible property rights of authors. Among the topics covered by the course are subject matter, ownership, duration, moral rights of artists, licensing and infringement. Students will learn basic concepts as well as statutory rules and apply them to various issues that arise in the entertainment, art, communication and information industries. Copyright Law is a prerequisite to many of the upper division entertainment law courses and is required by many of Southwestern's entertainment externship placements.

Defamation, Privacy, Publicity & Celebrity: This course provides an overview of the law of defamation and related privacy torts. Tensions between the individual's interest in reputation and society's interest in First Amendment freedoms will be examined, and the ways in which the courts have attempted to strike a balance between the two will be evaluated. The course will also cover the practical considerations of libel litigation, with special emphasis on cases involving public figure plaintiffs and media defendants ranging from tabloid to television.

Drafting Entertainment Industry Contracts: This course will provide both narrative and experiential/inter-active instruction in contract drafting and analysis/review skills for those students interested in an entertainment transactional practice. The course will emphasize the drafting of entertainment industry contracts, in particular commonly used clauses and concepts in the Motion Picture and Television branches of the entertainment industry.

Competent, professional contract drafting is a melding of strong writing and organizational skills, strategic thinking, attention to detail and substantive and contextual understanding - i.e., the ability and aptitude to effectively translate the business deal into a solid legal document which avoids ambiguities and serves and protects the client's goals and interests. This course will teach those competencies, via a combination of instructional lectures and discussions (emphasizing both substance and techniques), 'real world' examples, and various hands-on drafting exercises and challenges, for which the professor will give targeted, individualized feedback for guidance and improvement. Since good contract drafting cannot be taught in the abstract, or solely via lectures/narratives, much emphasis will be placed on these drafting exercises and attendant feedback in a workshop-type setting.

Entertainment Industry Guilds: This course is focused on the three major unions that operate in the motion picture and television branches of the entertainment industry: Directors Guild of America, Screen Actors Guild-American Federation of Television and Radio Artists, and Writers Guild of America. After an overview of the labor movement in the entertainment industry and the influence of the guilds on the structure of the industry, students will study the basic collective bargaining agreements of each of the guilds. Students will become familiar with the major issues addressed by those agreements, including working conditions, compensation, artistic control, credits, intellectual property ownership and resolution of disputes.

Entertainment Law: This course is an overview of all aspects of entertainment law, other than copyright, encompassed in the relationships between artist and personal manager, artist and agent, artist and record producer, and artist and motion picture producer. Also explored are: right of publicity and performer's rights; protection of ideas by property, quasi-contract and express and implied contract theories; television packaging deals; and motion picture financing and distribution.

Entertainment Litigation: The introduction to this course will examine the types of cases which generally are considered to fit that category of litigation (including copyright, trademark, privacy, rights of publicity, defamation, and entertainment industry contract disputes). The class will proceed to examine the various litigation issues which arise that are unique to entertainment cases, followed by a chronologically linear analysis of the various steps involved in an entertainment litigation matter, from pre-litigation conduct, including demand letters and mediation, to pleadings commencing the action such as complaints or demands for arbitration, responsive pleadings like answers, demurrers and motions to dismiss, discovery, pretrial preparation and trial. There will be an emphasis on actual entertainment cases which have been litigated in federal and state courts and arbitrations.

IP Licensing in the Technology Industry: Licensing of intellectual property in its myriad forms is a multi-billion dollar business. Many of this country's Fortune 500 tech companies, such as Microsoft, IBM,

Apple and Google, derive a significant percentage of their income from licensing or licensing-related transactions.

Graduates who do commercial transactions will be expected to understand and be able to draft and review technology licensing agreements. This course provides an in-depth examination of the law of intellectual property licensing. The course is a hybrid of a traditional law school course with weekly readings and classroom presentations, and a skills-based course, requiring students to engage in a series of drafting exercises of increasing difficulty both in-class and take-home.

The Music Publishing Industry: The music publishing industry supplies a basic component of several other entertainment industries (film, television, commercials, live performances). This course will examine, among other topics: songwriting and ownership of copyright, rights of joint authors, songwriter/publisher agreements, mechanical royalties, print rights, and ASCAP/BMI/SESAC licenses.

Sports Law: This course provides an analysis of the sports industries and the laws which regulate or fail to regulate their functions and behavior. It includes coverage of the legal and business background of professional sports, basic agreements in controlling sports, developments of a sports legal structure representing the professional athlete, contracts, the players' unions, and management perspectives.



ADDITIONAL SUMMER SESSION OFFERINGS

In addition to the **Summer Entertainment Law Program**, Southwestern offers a variety of other summer courses to provide students with greater scheduling flexibility. Confirmed courses include:

- Community Property
- Constitutional Criminal Procedure
- Legal Profession
- Medical Malpractice
- Sales
- Trial Advocacy

For more information on courses including schedule, please visit: www.swlaw.edu/academics/summer/summerdetails

EXTERNSHIPS

Southwestern's externship program offers a wide selection of part-time and full-time placements, including many in the entertainment industry. Students can earn two to five units of credit based on the nature of the placement and the number of hours worked. Please be advised that due to the very competitive nature of summer entertainment externships, placements cannot be guaranteed. Interested students should contact the Externship Office as soon as possible at externoffice@swlaw.edu or (213) 738-6802.

CALENDAR

May 31 (Wed)	First day of summer classes
June 7 (Wed)	Last day to add/drop classes
July 3 (Mon) & July 4 (Tues)	No classes - Fourth of July holiday
July 15 (Sat)	Last day for Saturday classes
July 19 (Wed)	Last day for M/W classes
July 20 (Th)	Last day for T/TH classes
July 22 (Sat) and July 24 - July 26 (M-W)	Final exams
July 26 (Wed)	Summer session ends

ELIGIBILITY

Students who have satisfactorily completed one year of full-time or part-time study at an ABA-approved or state accredited law school are eligible to enroll.

CREDIT AND GRADES

The Summer Entertainment Law Program is offered as part of the curriculum at Southwestern. The law school is approved by the American Bar Association and is a member of the Association of American Law Schools. The program complies with ABA and AALS requirements.

All courses are graded with the exception of Trial Advocacy and Externships which are offered on a Credit/No Credit basis.

APPLICATION PROCEDURES

Each applicant must submit a letter of good standing and approval to visit from his or her current law school. Applicants are responsible for informing the Registration and Academic Records Office at Southwestern of changes in address or telephone number.

Enrollment is limited and will be determined on a first-come, first-served basis. A student services fee of \$50 must be submitted with the application. In the event of withdrawal before the last day to add/drop classes, all payments except the \$50 student services fee will be refunded. Thereafter, tuition will be refunded on a pro-rated basis.

Students interested in obtaining financial aid for the summer program should contact the Financial Aid Office at their home law school.

Southwestern Law School reserves the right to cancel the program. In the event of such cancellation, all payments will be refunded.

REGISTRATION/APPLICATION DEADLINE

May 22, 2017 - Southwestern and Visiting Students

VISIT US ONLINE!

A detailed schedule of all summer course offerings, final exam schedule, application and more may be found at: www.swlaw.edu/academics/summer/summerdetails

CONTACT

Summer Entertainment Law Program
Registration and Academic Records Office
Southwestern Law School
3050 Wilshire Boulevard
Los Angeles, CA 90010
T: (213) 738-6734 • F: (213) 738-6899 • registrar@swlaw.edu

FACULTY

JEFF BIRREN '85 (Sports Law) career spans over 30 years with the Oakland Raiders. After joining USC's football staff and working with such players as Heisman Trophy winners Charles White and Marcus Allen, Professor Birren began to work for the Oakland Raiders' outside counsel in 1980. At this time, he attended Southwestern's evening program and upon graduation, became the team's first in-house counsel. He was promoted to general counsel in 1997. During his time with the Raiders, he was active in supervising an internship program whose participants later included the first woman to become Chief Executive of an NFL club and three current or former NFL general counsel. He oversaw 250 law-student interns, including students from Southwestern, Harvard, Yale, Cornell, Penn, Michigan, Notre Dame, Texas, Stanford, Cal, USC, UCLA, and over 40 other schools. Professor Birren retired from the Raiders at the end of the 2013 NFL season. Since then, he has written numerous articles for *Sports Litigation Alert*, *Pro Sports and the Law* and *Legal Issues of Collegiate Sports*, and is currently a contributing writer to those publications. Professor Birren received his undergraduate degrees in History and Religion and Master's degree from USC.

MICHAEL BLAHA (Entertainment Litigation) is a sole practitioner specializing in entertainment transactions and litigation. His litigation practice focuses on intellectual property claims, with a particular emphasis on motion picture and television copyright infringement and contract disputes. His transactional clients include independent producers, actors, writers, directors, and musicians. He is also a producer's representative for independent films and television programs. He was previously employed as an associate at the law firm now known as Pillsbury Winthrop Shaw Pittman, from 1979-1982. From 1982-1987, he worked as an in-house counsel at Columbia Pictures. Professor Blaha was Vice President of Legal Affairs at Columbia when he left in 1988 to work in that same capacity at Lorimar Telepictures Corporation. He returned to work as a consultant Of Counsel at Columbia from 1990-1991. Professor Blaha obtained his B.A. in Political Science (cum laude) from the University of Miami and J.D. from Duke University in 1979. Professor Blaha is a member of the State Bar of California and admitted to the Ninth Circuit Court of Appeals and the Supreme Court of the United States.

DEBORAH DROOZ '84 (Defamation, Privacy, Publicity & Celebrity), partner in the law firm of Brownstein Hyatt Farber Schreck, LLP, focuses on First Amendment Law with a special emphasis on defamation. Her experience also includes intellectual property, appellate work and entertainment transactions. She has been involved in many precedent-setting appellate decisions in libel cases, and represents both public figures and corporate clients in defamation matters. Professor Drooz is a frequent speaker in the entertainment law realm, as well as a certified mediator for the California Court of Appeal. She received her J.D. from Southwestern Law School. Prior to law school, she was a journalist for the *Los Angeles Herald Examiner* and a contributing editor for *Los Angeles Weekly*.

ROBERT F. HELFING '79 (Copyright Law) is a senior partner in the law firm of Sedgwick LLP and is Chair Emeritus of the firm's national Intellectual Property Practice Group. His practice emphasizes copyright and trademark litigation at both the trial and appellate levels. He acts as lead counsel in high-profile cases involving the entertainment, sports, automotive, art and fashion industries, among others. He also has extensive experience in negotiating and drafting intellectual property contracts, and in litigating contested proceedings at the Trademark Trial and Appeal Board. He has managed the copyright and trademark portfolios of major motion picture studios and record companies. He received his B.A. from University of California, Los Angeles, and his J.D. from Southwestern Law School.

JARED JUSSIM (Drafting Entertainment Industry Contracts), former Executive Vice President and Deputy General Counsel of the Intellectual Property Department of Sony Pictures Entertainment Inc., specializes in copyrights, trademarks, privacy and publicity rights, defamation, freedom of speech and expression, and government affairs. His experience at Sony Pictures involved all aspects of production, acquisition and distribution of theatrical motion pictures and television programs; mergers and acquisitions; bank financing; real estate; corporate practice and securities regulation; broadcasting; Federal Communication Commission practice; music publishing and recordings; and compliance with the Foreign Corrupt Practices Act, the Adam Walsh Child Protection Act and immigration requirements. Professor Jussim was previously associated with the New York law firms of Feldesman & D'Atri and Rein, Mound & Cotton, and was employed by The New York Central Railroad Company. He received his undergraduate degree from City College of New York and his LL.B. from Harvard Law School. He is a member of the New York and California State Bars.

MICHAEL REXFORD (The Music Publishing Industry) serves as counsel in the Media, Technology and Advertising division at Manatt, Phelps & Phillips, LLP in Los Angeles. Professor Rexford has worked with a wide range of clients, from recording artists and songwriters to producers, engineers, independent record companies, managers, music publishers and music industry executives in genres that include rock, pop, country, hip-hop, folk, heavy metal and jazz. He has a vast range of experience in drafting agreements related to all areas of music publishing and has advised clients in regards to production, touring, management, merchandising, copyright and corporate matters. Prior to joining Manatt, Professor Rexford was the Vice President of Business Affairs at Universal Music Publishing Group, where he handled company-wide business affairs and legal matters. Professor Rexford received his Bachelor of Music degree from Berklee College of Music (cum laude). He received his J.D. from the University of California, Hastings College of Law and served as a judicial extern under the Honorable Kevin M. McCarthy of the Superior Court of California.

MICHAEL D. SCOTT (IP Licensing in the Technology Industry) has over 30 years of legal experience representing high-technology clients and an extensive background in computer technology. He is considered a pioneer in the field of high-technology law and public policy. A former member of Southwestern Law School's adjunct faculty whose affiliation dates back to 1976, he joined the full-time faculty as Professor of Law in 2003 and teaches courses in Internet and E-Commerce Law, Patent Law, Copyright Law, IP Licensing, Information Privacy Law, Entertainment Law and Web 2.0, and Drafting Technology Agreements. Professor Scott is the author of numerous books on intellectual property, computer, multimedia, internet, and telecommunications law, and has published and presented hundreds of papers on related topics at symposia around the world. He is the author of seven legal treatises in the field, including *Scott on Multimedia Law* (3d ed. 2008), *Scott on Information Technology Law* (3d ed. 2007) and *Scott on Outsourcing Law* (2006). Professor Scott received his B.S. from the Massachusetts Institute of Technology and his J.D. from the University of California, Los Angeles.

AMANDA SEWARD (Entertainment Law) is a transactional attorney in private practice whose entertainment clients include Film Bridge International, a film finance and sales company; the creators of the reality show *The Real Housewives of Orange County*; and other film and television composers, writers and producers. Professor Seward was formerly Senior Vice President, Business and Operations at Warner Bros. Feature Animation. During her tenure at Warner Bros., the division produced *Space Jam*, *Osmosis Jones*, *Quest for Camelot* and *Iron Giant*.

Prior to joining Warner Bros., she was employed with Hanna Barbera, Inc. as Vice President, Classic Characters, and as Vice President, Business and Legal Affairs, and was Assistant General Counsel for Turner Network Television (TNT) in Los Angeles and CNN International in London. She received her J.D. from Georgetown University.

DANIELLE VAN LIER (Entertainment Industry Guilds) is senior counsel, intellectual property and contracts at SAG-AFTRA. She began her position at the former Screen Actors Guild in 2000 and is responsible for managing SAG-AFTRA's third-party contracts and intellectual property, as well as other efforts aimed at protecting the rights of SAG-AFTRA and its members. Professor Van Lier has co-authored several amicus curiae briefs on behalf of SAG-AFTRA and other affected parties to various courts, including the U.S. Supreme Court, the Ninth Circuit Court of Appeals and the California Supreme Court, on issues related to rights of publicity, copyright and the California Talent Agencies Act. Before joining SAG-AFTRA, Van Lier practiced law in Los Angeles and served as a legislative fellow in the U.S. House of Representatives. Professor Van Lier helped found Saving Wildlife International, a nonprofit wildlife education company in the Los Angeles area, and

currently serves on its board of directors. She earned her J.D. from Washington University School of Law in St. Louis, where she served on the *Journal of Urban and Contemporary Law* and pursued a Master of Arts in East Asian Studies.

Through the Donald E. Biederman Entertainment and Media Law Institute (BEMLI), Southwestern Law School offers the most comprehensive entertainment and media law curriculum in the United States. Ranked in *The Hollywood Reporter's* first ever listing of "America's Top Ten Entertainment Law Schools," Southwestern's extensive course offerings, international programs, externship and practicum opportunities, and other co-curricular activities are specifically designed to prepare graduates for the practice of law in connection with a host of entertainment and media disciplines across both traditional and internet mediums such as film, television, music, theater, advertising, sports and journalism. Southwestern's Entertainment and the Arts Legal Clinic provides students a uniquely exciting opportunity to render customary business and legal affairs services to low-budget filmmakers and other creative artists under the supervision of faculty. Southwestern has an outstanding entertainment and media law faculty, and its graduates occupy important positions across a broad range of entertainment and media companies, as well as law firms specializing in the representation of entertainment and media clients.



Southwestern is approved by the American Bar Association¹ (1970) and is a member of the Association of American Law Schools (1972).

Since 1911, Southwestern Law School has served the public as a nonprofit, nonsectarian educational institution. Southwestern does not discriminate on the basis of race, color, age, religion, national origin, ancestry, sex, sexual orientation, gender identity, disability, medical condition, pregnancy, marital status, veteran/military status, or any other characteristic protected by state or federal law in connection with admission to the school, or in the administration of any of its educational, employment, housing, financial aid, scholarship or student activity programs. Nondiscrimination has been the policy of Southwestern since its founding. The law school also requires employers using its placement services and facilities to abide by these standards and to ensure that no such discrimination occurs in hiring, promotion, or compensation for work assignments.

¹Council of the Section of Legal Education and Admissions to the Bar, 321 N. Clark St., Chicago, IL 60654; Tel: 312.988.6738



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