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CALIFORNIA LAWYERS ASSOCIATION
INTELLECTUAL PROPERTY LAW SECTION

EARN 6.0 HOURS
MCLE CREDIT
INCLUDES COMPETENCE ISSUES



2020 IP IN ENTERTAINMENT AND MEDIA CONFERENCE

FRIDAY, MAY 29, 2020
Luskin Conference Center, UCLA
425 Westwood Plaza
Los Angeles, CA 90095

#IPSection #CLA_IP

Register Online: CALAWYERS.ORG/IP



Keynote Speaker
Mei-lan Stark, Sr. VP & Chief
Counsel, IP, NBCUniversal

PROGRAM SCHEDULE

Friday, May 29, 2020

REGISTRATION

7:45 a.m. – 4:30 p.m.

CONTINENTAL BREAKFAST

7:45 a.m. – 8:30 a.m.

AN INTERVIEW ON THE STATE OF THE FILM AND TELEVISION INDUSTRY: MODERN SOLUTIONS TO MODERN CHALLENGES

8:30 a.m. – 9:30 a.m.

Join Mei-lan Stark from NBC Universal for an enlightening interview discussing the most substantial modern issues within the film and television industry. As Senior Vice President and Chief Counsel on Intellectual Property for NBC Universal, Ms. Stark works directly with Universal Studios, NBC, Dreamworks, and many more. She has a finger on the pulse of the industry in a way very few can compete with. New distribution models, branding concerns, issues from new technology, overall IP strategy, and more will be discussed. Come enjoy the insights of this Vanguard award-winning attorney and industry expert.

KEYNOTE SPEAKER: **Mei-lan Stark**, Senior Vice President & Chief Counsel, Intellectual Property, NBCUniversal

INTERVIEWER: **Sharon J. Glancz**, Director, Syndication Licensing and Business Affairs, NBC Entertainment

BREAK

9:30 a.m. – 9:45 a.m.

PUSHING THE ENVELOPE: NAVIGATING FAIR USE IN THE GOLDEN AGE OF MEDIA

9:45 a.m. – 10:45 a.m.

In this golden age of film, television, and interactive entertainment, creators have to surmount incredible obstacles to finance, produce, and distribute original content. Telling a compelling narrative, whether true or imagined, usually requires the use of music, artwork, photographs, videos, and other existing materials protected by copyright. While obtaining a license may appear to be the safest bet, sometimes permission is not possible to obtain, too expensive, or impractical. Fair use offers an alluring alternative, but with massive copyright damage awards painting the headlines, is fair use really viable? Join us for this exciting panel as copyright and entertainment lawyers discuss the role of fair use in the golden age of media.

SPEAKERS: **Lisa A. Callif**, Partner, Donaldson + Callif, LLP
Jeremy S. Goldman, Partner in the Litigation Group, Frankfurt Kurnit Klein & Selz PC

BREAK

10:45 a.m. – 11:00 a.m.

AVOIDING THE UGH! IN UGC: BEST PRACTICES FOR HANDLING USER GENERATED CONTENT

11:00 a.m. – 12:00 p.m.

User generated content can create an inclusive and immersive experience for a company's customer base, which is why so many companies in the entertainment field are now providing products and services that feature it. However, there are as many risks as there are rewards for developing a UGC platform or service. In this engaging panel, Micah Schaffer and Hailun Ying will discuss their experiences handling UGC legal issues, the legal "risks and rewards" of user generated content, and the best practices for avoiding pitfalls from UGC.

SPEAKERS: **Micah Schaffer**, Trust and Safety Consultant
Hailun Ying, Corporate Counsel, Roblox

MODERATOR: **Emily Yu**, Director of Policy & Compliance, Roblox

LUNCHEON

12:00 p.m. – 1:00 p.m.

FROM BASEMENTS TO STADIUMS: UNDERSTANDING THE ESPORTS INDUSTRY

1:00 p.m. – 2:00 p.m.

The world of esports has grown by the day over the last decade. It has broken records for prize pools, colleges have begun creating their own teams, esports talent has reached genuine superstar status, and revenue is expected to approach \$2B by 2021. An incredible opportunity for attorneys looking to work in a burgeoning industry has arisen. Working in the esports industry, both with individual esports athletes and esports teams comes with a plethora of new legal challenges. From simply understanding the industry itself to the complexities of negotiating and drafting contracts for esports talent to handling sponsorship and more, our panel will guide you through this exciting practice area.

SPEAKERS: **Harris Peskin**, Partner, ESG Law
Anais Masiello, Esports Co-Lead, Nixon Peabody

BREAK

2:00 p.m. – 2:15 p.m.

DEEP WATERS: NAVIGATING A COPYRIGHT TERMINATION AND RECAPTURE CASE . . . AND BEYOND

2:15 p.m. – 3:15 p.m.

Copyright termination and recapture under 17 U.S.C. Sections 203 and 304 is a complex process filled with traps for the unwary. And once you recapture that copyright, then what? Generating revenues from a recaptured copyright brings its own set of challenges. Join lawyer and law professor Marc H. Greenberg, author of *Copyright Termination and Recapture Laws: Good Intentions Gone Awry* (ABA Publishing 2016), and Brooke Wentz, experienced music publishing executive and founder of The Rights Workshop, for a discussion of how to initiate, prosecute, and successfully recapture transferred copyrights, and the tasks necessary to maintain and extract new value from those works.

SPEAKERS: **Marc H. Greenberg**, Professor of Law and Founding Director of the IP Law Program, Golden Gate University School of Law
Brooke Wentz, Principal, The Rights Workshop

BREAK

3:15 p.m. – 3:30 p.m.

BETTER NOT CALL SAUL: LAWYER COMPETENCE IN TV AND FILM

3:30 p.m. – 4:30 p.m. Includes 1.0 Hour in Competence Issues

Attorneys dealing with depression, substance abuse, and mental or emotional challenges are often iconic characters in TV and film. In this interesting and groundbreaking program, Erin Daruszka and Neel Chatterjee will discuss issues of lawyer competence using examples from popular television shows and movies. The program will include an open conversation about identifying and addressing issues related to lawyer competence, the problem of stigma, and how to seek help.

SPEAKERS:

Neel Chatterjee, Partner, Goodwin Procter, LLP
Erin Daruszka, Senior Human Resources Manager,
Goodwin Procter, LLP

NETWORKING RECEPTION

4:30 p.m. – 5:30 p.m.

REGISTRATION INFORMATION

CANCELLATIONS & REFUNDS:

Cancellations and requests for refunds must be received in writing no later than Monday, May 25, 2020 and are subject to a \$50 service charge. Refunds will not be available after May 25, 2020.

ON-SITE REGISTRATION:

On-site registration will be on a space-available-basis. Call (916) 516-1757 to confirm space availability. Registration fees will not vary between pre-registrations and on-site registrations.

PROGRAM MATERIALS:

Registrants will receive a USB storage device with an electronic version of all program materials the day of the conference. Before the conference, registrants will receive a link with information on how to review and download the program materials. It may be helpful to review a program's reference material before the conference. This website is not available to the public, and access is given only to conference registrants. Late-breaking supplemental materials not available before the conference will be added at a later date.

SPECIAL ASSISTANCE:

For special assistance please call (916) 516-1746.

QUESTIONS:

For registration information please call (916) 516-1757. For information regarding the program or the Intellectual Property Law Section, call (916) 516-1746.

PROGRAM PLANNING COMMITTEE

Jonathan Lurie, Law Offices of Lurie and Ferri, LLP
Michele Ferri, Law Offices of Lurie and Ferri, LLP
Elizabeth J. Rest, Crown, LLP
Owen Seitel, Crown, LLP
Emily Yu, Roblox

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REGISTRATION FORM

Note: One registrant per form. Photocopies may be used.

Bar Number: _____

Name: _____

Firm: _____

Firm Address: _____

City, State: _____ Zip Code: _____

Phone Number: _____

Email Address: _____

(Required for email confirmation)

Check here if you do not want your information released.

This event may be recorded. By attending this event, you consent to be photographed, filmed, and/or otherwise recorded, and to any use, by the CLA, of your likeness, voice, and name in any and all media including social media. If you do not want your name or photo to be used, please let us know in advance. We cannot, however, honor requests to opt out of the use of your image or voice if you choose to ask a question during one of the event sessions.

Emergency Contact Information

Name: _____

Phone Number: _____

Program package includes 6.0 hours of MCLE credit, 1.0 hour Competence Issues, program materials on a USB drive, continental breakfast, lunch, and networking reception.

REGISTRATION FEES (CHECK THE APPROPRIATE CIRCLE)

- \$395 Current Intellectual Property Law Section Members
- \$490 Non-Section Members (Includes enrollment in the Intellectual Property Law Section)
- \$270 Law School Faculty, Paralegal, Government, or Non-Profit
- \$100 CYLA Members and Students (Non-Attorney)

AMOUNT ENCLOSED OR TO BE CHARGED

\$ _____

CHECKS CAN BE MADE PAYABLE TO CALIFORNIA LAWYERS ASSOCIATION

REGISTRATION INFORMATION

DEADLINE: Pre-registration closes on Monday, May 25, 2020.

REGISTER ONLINE : CALAWYERS.ORG/IP

MAIL TO: Program Registrations, California Lawyers Association
400 Capitol Mall, Suite 650, Sacramento, CA 95814

EMAIL TO: Program Registration at ProgramRegistrations@calawyers.org. In order to email your registration, credit card information is required. (Photocopies of checks will not be accepted.)

CREDIT CARD INFORMATION (VISA/MASTERCARD ONLY)

I authorize California Lawyers Association to charge my program registration fees to my Visa/MasterCard account below (**no other credit card will be accepted**).

Account Number: _____

Expiration Date: _____

Cardholder's Name: _____

Cardholder's Signature: _____

The California Lawyers Association is an approved State Bar of California MCLE provider.

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