

SATURDAY
OCTOBER 14, 2023

IN-PERSON AND VIRTUAL
TICKET OPTIONS

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

USCGould
School of Law



New
Virtual Ticket
Options!

USC GOULD SCHOOL OF LAW – BEVERLY HILLS BAR ASSOCIATION

2023 INSTITUTE ON **ENTERTAINMENT LAW AND BUSINESS**

Hollywood Remodel:
Blueprints for an Evolving Industry

KEYNOTE SPEAKER
**AMBASSADOR
CHARLES H. RIVKIN**
MOTION PICTURE ASSOCIATION



HOLLYWOOD

MCLE/CPE CREDITS AVAILABLE

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#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!

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Please visit our website at <https://gould.law/IELB> for a complete and up-to-date list of Institute contributors.

2023 Institute Venue Update

General Sessions

USC Town & Gown

Luncheon & Keynote

USC Ronald Tutor Campus Center Ballroom

Afternoon Breakouts

USC Gould School of Law

8:25 AM – 8:30 AM

Welcome and Opening Remarks

USC Town & Gown

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.

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.

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.

11:00 AM – 11:05 AM

Partner Announcements

11:05 AM – 11:20 AM

Networking Break

Mary S. Ledding

VICE-CHAIR
Law Office of Mary S. Ledding

Jeffrey Cole

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

Prof. Kevin J. Greene

John J. Schumacher Chair | Professor of Law
Southwestern Law School

Alexis Robinson

Partner & Leader of the
Entertainment, Technology and Media Practice Group
Sheppard, Mullin, Richter & Hampton LLP

Gabe Brakin

Chief Operating Officer
Participant

Robert Darwell

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

Craig A. Emanuel

Partner
Paul Hastings LLP

Rich Shuter

Partner and Head of Business Affairs, Television
United Talent Agency

MODERATOR

Ilan Haimoff

Partner
GHJ

John R. Baldivia

Partner, Rossi, P.C.
Immediate Past Chair, Beverly Hills Bar Association
Entertainment Law Section

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.

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.

1:20 PM – 1:30 PM

Morning Program Adjournment *Passing Period to USC Ronald Tutor Campus Center Ballroom*

PROGRAM CONTINUED >>

Madeleine Bennett

Head of Global Music Strategy
Spotify

Tim Cohan

Chief Counsel
peermusic

Tucker McCrady

Executive Vice President & General Counsel
The Orchard

MODERATOR

Jordan Bromley

Partner
Leader, Manatt Entertainment
Manatt, Phelps & Phillips, LLP

Lindsay Terris Feldman

Head of Television Business Affairs
Amazon Studios

Elizabeth B. Lynch

SVP, Legal Affairs,
Motion Picture Group
Paramount Pictures

Chris Salvaterra

SVP, Drama Series
HBO

Brian Wright

Chief Content Officer
Riot Games

MODERATOR

Patrick O'Brien

SVP, Legal and Business Development,
Games Investment Group
Forte Labs, Inc.

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keynote speaker

AMBASSADOR CHARLES H. RIVKIN

CHAIRMAN AND CEO OF THE MOTION PICTURE ASSOCIATION

AMBASSADOR CHARLES H. RIVKIN is Chairman and CEO of the Motion Picture Association (MPA), the leading advocate of the global film, television, and streaming industry. Current MPA members include Disney, Netflix, Paramount, Sony, Universal, and Warner Bros. Discovery.

Drawing on 30 years of experience as a media executive and a leading U.S. diplomat, Amb. Rivkin advocates for policies that drive investment in film and television production, protect creative content, and open markets worldwide. He is responsible for the MPA's iconic movie ratings system and the Alliance for Creativity and Entertainment (ACE), the world's largest content protection coalition dedicated to combatting digital piracy.

Prior to joining the MPA, Amb. Rivkin served as U.S. Assistant Secretary of State for Economic and Business Affairs and was the U.S. Ambassador to France and Monaco.

Amb. Rivkin serves on the board of the American Academy of Diplomacy, the American Film Institute, and Via Transportation Inc., and is a member of the Academy of Motion Picture Arts and Sciences. He received his bachelor's degree from Yale University in 1984, graduating with distinction in political science and international relations and his M.B.A. from Harvard University in 1988.

1:30 PM – 2:00 PM
Luncheon

USC Ronald Tutor Campus Center Ballroom

2:00 PM – 2:50 PM
Keynote Presentation

Join Ambassador Charles H. Rivkin, Chairman and CEO of the Motion Picture Association (MPA), for a 30-minute conversation with Bruce Ramer about the current landscape of the entertainment industry.

2:50 PM – 3:00 PM
Luncheon Program Adjournment

Passing Period to USC Gould School of Law

Amb. Charles H. Rivkin
Chairman and Chief Executive Officer
Motion Picture Association

INTERVIEWER

Bruce M. Ramer
CHAIR
Gang, Tyre, Ramer, Brown & Passman, Inc.

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

**Latest Developments in Copyright,
Trademark and Rights 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.

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).

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.

Prof. Betsy Rosenblatt

Professor of Law
Case Western Reserve University
School of Law

Joy Murphy

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

Alexandra Nickson

SVP, Head of TV Music
DreamWorks Animation

Liz Rank

SVP, Business & Legal Affairs
Universal Music Group

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Dan Butler

Head of Music, Business & Legal Affairs
Walt Disney Studios

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Johnson & Johnson, LLP

Camille M. Vasquez

Partner
Brown Rudnick LLP

Ashley R. Yeargan

Partner
Russ August & Kabat

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

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.

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

Dazza Greenwood

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

Olga V. Mack

Vice President at LexisNexis &
CEO of CounselLink CLM

Ashod Mooradian, Esq.

Founder
Law Office of Ashod Mooradian, A Professional Law Corporation

MODERATOR

Brian C. Schaller

Partner
InfoLawGroup LLP

Ivy Kagan Bierman

Chair, Entertainment Labor
Loeb & Loeb LLP

MODERATOR

Jonathan Handel

Senior Counsel, Feig Finkel LLP &
Contributing Writer, Puck News



contact information

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

planning committee

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Attorney
Law Office of Mary S. Ledding

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Entertainment Department
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Alumni Relations and CLE
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InfoLawGroup LLP

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Artist Rights Consultant

Daniel M. Yankelevits

EVP, Legal Affairs
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Youngblood Group PC

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continuing education credits

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- In-Person and Livestream Maximum: **7** hours, of which **1** hour may apply to legal ethics credit.
- Replays/Videos On Demand Maximum: **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. *Please note: no CPE credit is available for watching the replays.*

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.

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.

upcoming USC Gould School of Law programs

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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>

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- Name, organization, and address
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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](https://gould.law/IELB23Dietary) at <https://gould.law/IELB23Dietary> or select the box below.

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

FORMAT

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- 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.