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.

Sponsored by:

The Donald E. Biederman Entertainment & Media Law Institute
Southwestern Law School
Southwestern Law School
675 S. Westmoreland Ave.
Los Angeles, CA 90005

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The Media Law Resource Center – formerly the Libel Defense Resource Center – is a nonprofit 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 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

www.swlaw.edu

Thursday, January 26, 2006
2:00 p.m. - 7:45 p.m., Reception to follow
Southwestern Law School, Los Angeles
**Thursday, January 26, 2016**

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 defense marketing and public service announcements, and commercial material broadcast over the ABC in violation of trademark law?

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

3:30 - 4:00 p.m. **Break**

4:00 - 5:15 p.m. *Unscripted and Reality, such as Curb Your Enthusiasm*

**Panelists:**
- John Vignocchi
- Tom O'Fallon
- Scott Walton

Moderator: Douglas Marshall

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

- How does, when, and where does the FCC really care about what we are wearing?
- Do cable and satellite need to worry about the long arm of the FCC?

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

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

- When can a product be delisted by fiction and himself?
- Are claims for life story rights completely dead?
- What does the FCC really care about?

Moderator: Maya Windholz
Panelists: Pat Desimone, Kent Ruggles, Steve Rogers, Jeremy Williams

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

Southwestern Law School, the Sara & Wayne Thomas Theatre, Lomb & Lomb, and Lombard, Patrick & Smith

**Friday, January 27, 2016**

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

**General Information**

**Location**
Southwestern Law School, Bullock Wilshire Building, 3050 Wilshire Blvd., Los Angeles, CA 90015

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

**Fee**
Early registration (January 15 or after $100

**Students $25**

**Questions?**
Contact Tamara Moore of the Donald E. Biederman Entertainment & Media Law Institute at Southwestern Law School 213.738.6603 or instswlaw@swlaw.edu

**Planning Committee**
Sandra Brannon • Executive Director, Media Law Resource Center
Daniel Cohen • Vice President, Legal, ABC, Inc.
Douglas Marshall • Director, Donald E. Biederman Entertainment & Media Law Institute
Southwestern Law School

**Registration Form**
Each attendee must register. Exception: make copies of this form and complete one for each attendee in your group.

You may register by filling out this form and mailing it to:
Southwestern Law School
Donald E. Biederman Entertainment & Media Law Institute
675 S. Westminster Avenue,
Los Angeles, CA 90005

**Brave New World: Representing Entertainment Clients in an Evolving and Regulated Environment**

**Speakers**

**JONATHAN ANSCHELL** 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 Viacom network television as well as Paramount distribution operations of the CBS and UPN television networks as well as Paramount

**OLIVIA COHEN-CUTLER** is Senior Vice President, Broadcast Standards and Practices for ABC, Inc., a position she has held since May 2000. This department is responsible for detecting the abuse in music and other content services.

**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, advertising, marketing and promotions for traditional and online media as well as Internet, trademark and copyright law.

**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.

**ROBERT CORN-REVERE** is a partner in Sheppard Mullin Richter & Hampton where he practices in the areas of entertainment and First Amendment litigation, museum law, and public service announcements, and commercial material broadcast over the ABC in violation of trademark law.

**ROBERT H. ROTSTEIN** is a member of the Intellectual Property, Media & Technology Department, his practice focuses on intellectual property, media, and First Amendment issues, and he represents a wide variety of clients in the entertainment and media industries.

**KENT RAYGOR** 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 issues.

**JAY C. DUNN** has been with HBO for over five years. He has handled all legal matters for several HBO series, documentary, and films including several that fit the line between fiction and reality, such as The Wire, Desperate Undercover and Blood, Sweat and Tears. Previously, he worked at HBO where he had responsibilities including production work for series and films, jersyadon and review, and film litigation.

**JARED WILLIAMS** is Senior Vice President, Legal Affairs, for NBC Universal Television. He has been with NBC for approximately 36 years and was previously in private practice. Before joining NBC, he was a partner in the Los Angeles office of Pillsbury Winthrop Shaw Pittman, where he helped initiate the Unscripted and Reality, such as Curb Your Enthusiasm department.