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 and Media Law Institute in 2000 to provide a broad-based entertainment, media and intellectual property law curriculum for law students as well as information and assistance to practitioners.

The Media Law Resource Center (MLRC) is a non-profit membership organization founded in 1980 by leading American media to provide a wide range of information and support on media law and policy issues, including news and analysis of legal developments – led by MLRC’s daily MediaLawDaily and its monthly MediaLawLetter – litigation resources and practice guides, annual books and surveys on media law issues, and national and international media law meetings and conferences. MLRC also works with its membership on responding to legislative and policy proposals and in promoting First Amendment and free expression rights. MLRC’s Media Membership is from across the media spectrum and 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, intellectual property and entertainment law.

CLE Credit
This conference offers 4 hours of CLE credit. Southwestern is a State Bar of California approved MCLE provider.

Location
For map and directions, visit www.swlaw.edu/directions. Parking is available on campus for $6.

Questions?
Questions may be directed to Southwestern’s Biederman Institute at (213) 738-6602 or institute@swlaw.edu.
1:00 - 2:15 p.m. Registration
2:15 - 2:30 p.m. Welcome and Introductions
2:30 - 3:45 p.m. SCRIPTS® Trademarks, Transformations, and Touchdowns: Recent Issues in Clearing Motion Picture, Television, and Videogame Content

The panel will address clearance issues arising out of recent developments in trademark and right of publicity law. Topics will include:

• The tension between intellectual property rights and the First Amendment.
• Differences in clearance practices among various industries (motion picture, television, videogame, insurance).

Moderator: Robert Rotstein (Mitchell Silberberg & Knupp)
Panelists: Christopher Cosby (Activision)
Donald Gordon (Leopold, Petrich & Smith)
Elizabeth Masterton (Twentieth Century Fox)

3:45 - 4:00 p.m. Break
4:00 - 5:30 p.m. LIES® Ripped (Off) from Real Life?

The panel will examine libel in fiction and address how to vet movies and TV shows that depict, or were inspired by, real people, things and events. Topics will include:

• What constitutes libel in fiction?
• What is actionable product disparagement?
• How can you advise your clients to minimize the risk?

Moderator: Patricia Cannon (NBCU Television Group)
Panelists: Robyn Aronsen (MTV Networks)
Stephen Rohde (Rohde & Victoroff)
Jody Zucker ( Warner Bros. Television)

5:30 - 5:45 p.m. Break
5:45 - 7:00 p.m. VIDEOGAMES® Issues with Development and Distribution of Video Games

The panel will focus on the development and distribution of video games, looking at the process from the perspective of developers, publishers, rightsholders and distributors. Topics will include:

• How is video game development and distribution the same and how is it different from traditional television and movie production and distribution?

Planning Committee:
Kraig Baker, Partner, Davis Wright Tremaine LLP
Sandra S. Baron, Executive Director, Media Law Resource Center, Inc.
David Cohen, Vice President, Legal, ABC
Jennifer Dominitz, Vice President, Legal Affairs, NBC Universal Television Group
Mairerin Gangat, Staff Attorney, Media Law Resource Center, Inc.
Steven Krone, Director, and Tamara Moore, Associate Director, Southwestern Law School
Robert Lind, Director Emeritus, Southwestern Law School
Seth Steinberg (Digital Arts Law)

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