



Presents

## Entertainment Law for Technology Companies: Negotiating Strategies & Cutting Edge Issues

in conjunction with the Stanford Intellectual Property Association



Tuesday, March 4, 2014

1:00 pm – 6:45 pm

Stanford Law School

Paul Brest Hall at Munger Graduate Residence

555 Salvatierra Walk

Stanford, CA

Sponsored by:

Greenberg Traurig, LLP

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### Forum Chair:

**Richard J. Idell**, Idell and Seitel, LLP,  
San Francisco, CA

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### Program Chair:

**Bobby Rosenbloum**, Atlanta Entertainment Practice, Greenberg Traurig,  
LLP, Atlanta, GA

### Program Committee Members:

**Ian Ballon**, Greenberg Traurig, East Palo Alto and Los Angeles, CA,  
**Gary Greenstein**, Wilson Sonsini Goodrich & Rosati, Washington, DC,

## PROGRAM SCHEDULE

12:00 pm – 1:00 pm **Registration**

1:00 pm – 2:15 pm **Cutting Edge Licensing Issues for Digital Media Services: What Every Practitioner Needs to Know**

*This panel will address the latest legal issues confronting technology companies seeking to license content for use in their digital media applications and services. The panelists will address legal and strategic considerations related to music, film and TV content.*

### MODERATOR:

**Bobby Rosenbloum**, Shareholder & Co-Chairman, Atlanta Entertainment Practice, Greenberg Traurig, LLP, Atlanta, GA

### PANELISTS:

**Bryony Gagan**, Vice President, Business & Legal Affairs, Netflix, Inc., Los Angeles, CA

**Tamara Hrivnak**, Director of Partnerships, Major Music Companies (Android), Google Inc., Mountain View, CA

**Tyler Lenane**, Senior Vice President, Business Development & Business Affairs, Beats Music LLC, San Francisco, CA

**Elliott Peters**, Senior Vice President, General Counsel, Rdio, Inc., San Francisco, CA

## PROGRAM SCHEDULE

2:15 pm – 2:30 pm **Networking Break**

2:30 pm – 3:45 pm **It's A Mad Mad Mad Mad World—  
Taking Your Company Global**

*If you've successfully launched a digital media company in the U.S. and have grand vision for expanding overseas, there are many new issues that you will have to face. These may include complex and diffuse licensing regimes, different concepts of liability for online service providers with the safe harbor protections of the DMCA, complex and more stringent privacy regulations, tax headaches, and many other issues. Our panel of distinguished experts will discuss what U.S.-based digital media companies and their lawyers need to consider when stepping outside the jurisdictional boundaries of the United States.*


**MODERATOR:**

**Gary Greenstein**, Esq., Wilson Sonsini Goodrich & Rosati, Washington, DC

**PANELISTS:**

**Anthony Falzone**, Esq., Pinterest Inc., San Francisco, CA  
**Jeffrey Liebenson**, Esq., Liebenson Law, New York, NY  
**Zahavah Levine**, Esq., Google Inc., Mountain View, CA

3:45 pm – 4:00 pm **Networking Break**



## PROGRAM SCHEDULE

4:00 pm – 5:15 pm **Digital Copyright Law: Piracy Prevention,  
Takedowns And Emerging Best Practices For  
The Web, The Cloud And Use On  
Mobile Devices**

*This panel, featuring senior in-house lawyers from major companies and the MPAA, will address the latest legal and practical issues involving piracy prevention, the transmission of television over the Internet, DMCA takedowns and emerging best practices for the web, the cloud and use on mobile devices.*


**MODERATOR:**

**Ian Ballon**, Esq., Greenberg Traurig, LLP, East Palo Alto and Los Angeles, CA

**PANELISTS:**

**Kirsten Mellor**, General Counsel, CafePress, Inc., San Mateo, CA  
**Karen Thorland**, Senior Vice President & Global Content Protection Counsel, Motion Picture Association of America, Los Angeles, CA  
**Elizabeth Valentina**, Vice President, Content Protection Litigation, FOX Entertainment Group, Los Angeles, CA

5:15 pm—6:45 pm **Reception**



## PROGRAM INFORMATION

**REGISTRATION AND DEADLINE:** Registration is complimentary due to the generosity of Greenberg Traurig and Wilson Sonsini Goodrich & Rosati, corporate sponsors of the event. To register, please submit your completed registration form and payment to the: ABA, Forum on ES, 321 N. Clark Street, MS 18.2, Chicago, IL 60654. You can also register online at [http://www.americanbar.org/groups/entertainment\\_sports.html](http://www.americanbar.org/groups/entertainment_sports.html). Confirmations will be sent to you within ten days of registration of receipt. **In order to be included in the list of program attendees, you must register by February 17, 2014.**

**ON-SITE REGISTRATION:** On-site registration is available for those individuals who miss the registration deadline. If you plan to register at the door, please call 312.988.5580 at least 72 hours before the symposium to confirm that space is still available. Failure to call in advance may preclude admission to a sold-out program.

**CLE CREDIT:** The ABA directly applies for and ordinarily receives credit for live, in-person programs in AK, AL, AR, AZ, CA, CO, DE, GA, GU, HI, IA, IL, IN, KS, KY, LA, MN, MO, MT, NC, ND, NM, NY, OH, OK, OR, PA, SC, TN, TX, UT, VA, VI, VT, WA, WI, and WV. The ABA will seek 3.0 hours of CLE credit for this program in 60-minute states and 3.5 hours of CLE credit for this program in 50-minute states. Credit hours are estimated and are subject to approval from each state's approval and credit rounding rules.

### LOCATION INFORMATION:

Stanford Law School  
Paul Brest Hall at Munger Graduate Residence  
555 Salvatierra Walk  
Stanford, CA 94305

### AIR TRAVEL:

Airfare discounts are available through the ABA website. To access ABA Travel Services, go to [http://www.americanbar.org/membership/benefits\\_membership/discounts-travel.html](http://www.americanbar.org/membership/benefits_membership/discounts-travel.html).

## PROGRAM INFORMATION

**PARKING:** Convenient guest parking is at nearby parking structure 6, Wilbur Underground Lot (beneath Wilbur Field). The parking fee is \$4.50. Remember your parking space # for payment—a Pay by Space parking receipt need to be displayed. The Pay by Space receipt is NOT valid in any other Visitor Pay Parking locations.

**MEMBERSHIP:** To encourage registrants to join the ABA Forum on the Entertainment and Sports Industries, the reduced member's tuition rate is being extended to registrants who join the Forum when they register for the program. Forum membership dues are \$50 for lawyers and associates and \$20 for law students. Membership in the ABA and in any one of its many sections or divisions is a prerequisite to Forum membership.

**AMERICANS WITH DISABILITIES ACT:** If special arrangements are required for disabled individuals to attend this program, please contact Teresa Ucok in writing by February 17, 2014 at the American Bar Association, 321 N. Clark Street, Chicago, IL 60654, fax: 312.988.5677, email: [Teresa.Ucok@americanbar.org](mailto:Teresa.Ucok@americanbar.org).

**DRESS:** Business casual attire.

**FOR THE LATEST PROGRAM INFORMATION:** Please visit the Forum website: [http://www.americanbar.org/groups/entertainment\\_sports.html](http://www.americanbar.org/groups/entertainment_sports.html)

**QUESTIONS:** If you have questions or require additional program information, please call Anna Borowiec at 312.988.5580 or email Anna at: [Anna.Borowiec@americanbar.org](mailto:Anna.Borowiec@americanbar.org).

ENTERTAINMENT LAW FOR TECHNOLOGY COMPANIES:  
NEGOTIATING STRATEGIES AND CUTTING EDGE ISSUES  
March 4, 2014, Stanford Law School, Stanford, California

**REGISTRATION FORM**

THREE ways to register:

by fax: 312-988-5677

by internet: [http://www.americanbar.org/groups/entertainment\\_sports/events\\_cle.html](http://www.americanbar.org/groups/entertainment_sports/events_cle.html)

by mail: ABA Forum on ES

MS 18.2, 321 N. Clark St. Chicago, IL 60654

Questions: Call 312.988.5580

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Are you licensed to practice in New York? (for CLE certification)  Yes  No

**There is NO charge for this program as the program is co-sponsored and underwritten by Greenberg Traurig and Wilson Sonsini Goodrich & Rosati, but you must register so we know what the attendance will be and so that we have a head count for the reception.**

	Quantity	Total
Forum member	_____	_____
ABA member	_____	_____
Non-ABA Member	_____	_____
Law Student	_____	_____

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ABA member \_\_\_\_\_

Non-ABA Member \_\_\_\_\_

Law Student \_\_\_\_\_

I  will  will not attend the reception.

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\$50 Membership Fee\* \_\_\_\_\_ \$ \_\_\_\_\_

(\$20 for Law Students) \_\_\_\_\_ \$ \_\_\_\_\_

(if not already a member of the Forum)

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**Video Game and Digital Media Conference**

March 17, 2014

University of California, Hastings College of Law  
San Francisco, CA

**5th Annual International Legal Symposium on the  
World of Music, Film, Television & Sports**

May 1-2, 2014

The Palms Hotel & Spa, Miami Beach, FL

**4th Annual Nashville Entertainment Law Symposium**

September 19, 2014

Nashville, TN

**Forum Annual Meeting**

October 9-11, 2014

Ritz-Carlton Marina del Rey, Marina del Rey, CA