

ABA Forum on the Entertainment and Sports Industries

40th Anniversary Annual Meeting

**October 4-6, 2018
Cosmopolitan Hotel of Las Vegas**



**Forum on the
Entertainment & Sports
Industries**

Conference Planning Committee

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Program Co-Chair & Forum Chair
Cassels Brock & Blackwell, LLP

Mark G. Tratos

Program Co-Chair
Greenberg Traurig, LLP

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Jennifer Ko Craft

Dickinson Wright PLLC

Dan Werly

Sievert Werly, LLC

Schedule of Events

Thursday, October 4, 2018 (UNLV)

Conference activities occurring on Thursday, October 4, 2018 will take place on the campus of the University of Nevada Las Vegas, unless otherwise indicated.

11:00 am – 12:30 pm

Breaking into the Industry and Speed Mentoring

Hosted by Mark Tratos and members of Nevada Bar Association Co-Sponsored by ABA Young Lawyers Division and Law Students Division



12:30 pm – 1:30 pm

LUNCH

1:30 pm – 2:45 pm

CONCURRENT SESSIONS

Mock Negotiation: Sports Industry Sponsorship Agreement

Join us for the insider's perspective on how to negotiate and close a high-profile sports sponsorship deal, as teams of in-house and outside counsel join forces in a mock negotiation to battle for bragging rights to the ultimate client partnership opportunity. Witness firsthand how industry experts will role play their best strategies and priorities for advocacy, term negotiation, and conflict resolution.

MODERATOR

Bob Caldwell, Shareholder, Kolesar & Leatham

SPEAKERS

David Lisko, Associate, Holland and Knight

Maacah Scott, Staff Counsel, Arizona Diamondbacks

Don't Call It Graffiti. It's Art

Traditionally, a work of art was a painting or sculpture, viewed in a book or on the wall of a museum. Not any more. Today, art is experienced on the street, on the internet, in a video. Graffiti, once painted under the cover of darkness, is now considered part of the street art genre, and commissioned for major public spaces, or incorporated into high-end fashion designs and advertisements.

This panel will examine the copyright, trade dress, trademarks, rights of publicity and VARA insurance issues related to the next generation of art and exhibitions. Topics will include the impact of digital technology, the influence of social media, and whether current intellectual property laws afford adequate protections in the Instagram age.

MODERATOR

LeAnn Shelton, General Counsel, Rockwell Group

SPEAKERS

Andrew Gerger, Partner, Kushnirsky Gerber PLLC

Alexandra Darraby, Principal, The Art Law Firm

Mark Tratos, Partner, Greenberg Traurig, LLC

2:45 pm – 3:00 pm

BREAK

3:00 pm – 4:30 pm

CONCURRENT SESSIONS (CONTINUED)

**Mock Negotiation: Entertainment Industry
Endorsement Agreement**

This workshop will provide attendees with valuable insights and tips on contract negotiation as it pertains to endorsement agreements.

MODERATOR

Jennifer Ko Craft, Member/Partner, Dickinson Wright

SPEAKERS

Lori Wentworth Odierno, Business Affairs Executive, WME Endeavor

Debra Shuwarger, Vice President and Associate General Counsel, IMG

**A New Game Ahead? The Present and Future of
College Sports**

The future of college sports has never been more in flux. From basketball indictments to player abuse to pay-for-play, our panel of industry experts will break down the latest developments and controversies from the last year of college sports and predict what might come next.

MODERATOR

Laura Warren, Senior Associate General Counsel, DePaul University

SPEAKERS

Woodie Dixon, Senior Vice President & General Counsel, Pac-12 Conference

Brandon Fox, Partner, Jenner & Block

Janet Judge, Partner, Holland & Knight

4:30 pm – 4:45 pm

BREAK



4:45 pm – 5:30 pm

KEYNOTE | JACK SULLIVAN
Broadway Video



Jack Sullivan has served as Chief Executive Officer of Broadway Video since 2002. Broadway Video is an independent entertainment and media company founded in 1979 by Lorne Michaels, creator and Executive Producer of *Saturday Night Live*. The company produces and distributes original comedic content for every platform. In addition to *Saturday Night Live*, Broadway Video's titles include *The Tonight Show with Jimmy Fallon*, *Late Night with Seth Meyers*, *30 Rock*, *Portlandia*, *Tommy Boy* and *Mean Girls*.

Prior to joining Broadway Video in 1994, Jack began his career as a finance executive for USA Network in New York. He received his J.D. from Pepperdine University School of Law and his undergraduate degree in business administration from the A.B. Freeman School of Business at Tulane University.

5:30 pm – 7:00 pm

Opening Reception

Hosted and sponsored by UNLV Law School

7:00 pm – 10:00 pm

Governing Committee Meeting

7:00 pm – 10:00 pm

Peer Networking Events

10:00 pm – Midnight

Nightcap at the Cosmopolitan Hotel

Friday, October 5, 2018

8:00 am – 9:30 am

CONCURRENT PANELS

Ethics Panel

This panel will examine the ethical issues surrounding advertising faced by entertainment and sports attorneys when representing talent, corporate clients and sports teams.

SPEAKER

Kirk Schroder, Partner, Schroder Davis Law Firm

How to Talk to Someone In Crisis

Do you know, or have you known, anyone with depression, anxiety or any other mental health issue and/or a problem with alcohol or other substances? Do you know anyone whose stressors appear to potentially exceed his/her ability to cope with them? This presentation will (a) inform you about warning signs and risk factors, (b) equip you with considerations to bear in mind when concerned about, approaching and talking to someone in crisis, (c) present a simulated conversation designed to train you how to talk to someone in crisis, and (d) help you recognize when further help is advisable/required.

SPEAKER

Michael Rexford, Partner, Manatt, Phelps & Phillips



9:30 am – 11:00 am

Chasing a Moving Target: Managing Public Event Security and Liability in Anticipation of Modern Threats

In the aftermath of increasingly violent attacks at large-scale events, this session will assemble a panel of legal and security experts to offer best practices for managing security and liability when hosting public events, including preventing or deterring violence. Experts from both the public and private sectors will outline trends and best practices for violence prevention and response and related liability, including threat assessments, emergency operations planning, crowd management, active shooter preparedness, communications, insurance, and partnerships with law enforcement and first responders.

SPEAKERS

Steve Adelman, Adelman Law Group

David Schotts, Ascend Insurance Brokerage

Music Matters: A Discussion of Current Legal Issues in the Music Industry

While technology and business models continue to change, one thing remains constant: music will always play a key role in people's lives, and in the economics of the entertainment industry. A panel of industry leaders will discuss current legal issues including The Music Modernization Act, the multiple and diverse income streams that enable artists to earn a living in the current climate, and more. Bring your legal pads and your dancing shoes.

SPEAKER

Judy Tint, Counselor At Law/Clinical Assistant

Professor of Music Business, New York University

11:00 am – 11:15 am

BREAK

11:15 am – 12:45 pm

CONCURRENT PANELS (CONTINUED)

Over the Top

This workshop will explore the impact OTT has on a network's licensing and affiliate agreements. The panel will examine the legal issues associated with viewership levels and the creation of new audience groups.

MODERATOR

Daniel H. Black, Shareholder and Vice-Chairman, Greenberg Traurig, LLP

SPEAKERS

Vernon Chu, General Counsel, BBC Worldwide North America

Michelle Skinner, VP, Counsel, Endeavor Content

Advising the Digital Athlete: Emerging Legal Issues in eSports

The popularity of eSports has skyrocketed in recent years and related legal issues have grown equally as fast. Join the panel of experts for an in-depth look at the biggest issues facing this quickly growing industry.

SPEAKERS

Bryce Blum, Founder, ESG Law; Executive Vice President, Catalyst Sports & Media

Seth Steinberg, Principal, Digital Arts Law

Ian Smith, Integrity Commissioner, Esports Integrity Coalition

12:45 pm – 1:00 pm

BREAK

1:00 PM – 2:30 PM
LUNCHEON &
40TH ANNIVERSARY CEREMONY

This luncheon celebrates the 40th Anniversary of the ABA Forum on the Entertainment and Sports Industries. The distinguished past chairs of the forum will be honored during the luncheon.

2:30 pm – 4:00 pm

PLENARY

Past Chairs Roundtable

This roundtable will feature the Forum's Past Chairs who will share their stories about the Forum and discuss how the practice of law and the industry have changed since they were Chairs.

MODERATOR

Leonard Glickman, Senior Partner, Cassels Brock & Blackwell, LLP

SPEAKERS

Janine S. Small (2015-2017), Janine Small, PLLC

Richard J. Idell (2013-2015), The Idell Firm

Kirk T. Schroder (2009-2011), Schroder Davis, PLC

Lon Sobel (2007-2009)

Kenneth Abdo (2003-2005), Fox Rothschild, LLP

David M. Given (2001-2003), Phillips, Erlewine & Given, LLP

Joel A. Katz (1999-2001), Greenberg Traurig, LLP

Pam Lester (1997-1999), Lester Sports and Entertainment, Inc

Michael Rudell (1995-1997), Franklin, Weinrib, Rudell, & Vassallo

Edward Pierson (1992-1995)

David Nochimson (1989-1992), Ziffren, Brittenham, LLP

Jay Cooper (1983-1986), Greenberg Traurig, LLP

4:30 pm – 6:00 pm

BEHIND THE SCENES ACTIVITIES

7:00 pm – 9:00 pm

SPORTS BUSINESS LEADERSHIP ASSOCIATION RECEPTION

Complimentary hors d'oeuvres and spirits will be provided.

10:00 pm – 1:00 am

OCTAVIUS (TED) REID RECEPTION

Ted Reid of Morgan Stanley invites you to join your conference colleagues for complimentary spirits and relaxed networking. Your ABA badge will be required to gain entrance to the reception.

Saturday, October 6, 2018

8:00 am – 9:00 am

BREAKFAST

9:15 am – 10:30 am

CONCURRENT PANELS

Sports and Entertainment General Counsels

What are the key legal issues facing in-house legal departments in the sports and entertainment industries? How are those issues similar and different to each other and to other industries? Join our expert panel of General Counsels for an insider's look at the current legal landscape of the sports and entertainment industries.

SPEAKER

Nyea Sturman, General Counsel, Orlando Magic

Hot Trademark and Advertising Issues

A discussion of recent court cases and hot topics in trademarks and advertising law.

MODERATOR

Jennifer Ko Craft, Member/Partner, Dickinson Wright

SPEAKERS

Kenneth Abdo, Partner, Fox Rothschild

Farah Bhatti, Shareholder, Buchalter

Dean Kent, Shareholder, Tremam Law

David Lessoff, Senior Vice President, Business & Legal Affairs, Ingrooves Music Group



10:30 am – 11:45 am

CONCURRENT PANELS (CONTINUED)

Data Panel

This panel will discuss legal issues in privacy/data mining for sports and entertainment companies and consumers. They will also discuss the impact of the General Data Protection Regulation (GDPR) and the monetization of data in the music business and how music industry contracts are being rewritten to address this issue.

SPEAKER

Cedric Burton, Wilson Sonsini Goodrich & Rosati



Las Vegas: The New Sports Mecca?

With the recent addition of professional hockey, football, and women's basketball teams, our host Sin City has quickly transformed into Sports City. Join the attorneys who have coordinated this effort from within these teams as they provide the play-by-play on Las Vegas' sports evolution, including relocation, expansion, and of course sports gambling issues.

SPEAKERS

Tamara Daniels, Director of Business Legal Affairs, Vegas Golden Knights

Gregory Riches, Vice President & Legal Counsel, MGM Resorts International & Las Vegas Aces

John Yow, Vice President, Associate Counsel, The Oakland Raiders

11:45pm – 12:00 pm

BREAK

12:00 pm – 1:30 pm

CONCURRENT PANELS (CONTINUED)

Litigation Round-Up

This last year has seen landmark decisions on a variety of issues in Entertainment Law—Sports, Music, Film and Television, and other key areas. A panel of litigation experts will run down some of the major developments in Court cases during the past year. This must-see event for all attendees will present practice tips and lessons learned from the litigation during the past year. The panel will also talk about discernable trends and cases likely to be a major factor in Entertainment Law in the coming year.

SPEAKER

Kenneth Freundlich, Freundlich Law

#MeToo: One-on-One Interview

The #MeToo movement is an international movement against sexual harassment and assault especially in the workplace. The movement has encouraged women around the world to come forward about decades of



sexual harassment and assaults that were long ignored.

Rachael Denhollander, an American Lawyer and former gymnast, has been at the forefront of this movement in the United States. She was the first woman to publicly accuse Dr. Larry Nassar, the former Michigan State University and USA Gymnastics

doctor, of sexual assault. Before Dr. Nassar was sentenced, more than 200 women gave testimonies about his abuse. Dr. Nassar was sentenced to 175 years in prison.

SPEAKER

Rachael Denhollander, Attorney

INTERVIEWER

Dan Murphy, Staff Writer, ESPN (invited)

1:15 pm – 2:30 pm

LUNCH ON YOUR OWN

2:30 pm – 4:00 pm

BEHIND THE SCENES ACTIVITIES



Conference Information

Early-Bird Registration

Discounts for early-bird registration are available through **11:59 pm CST, Tuesday, July 31, 2018**. Visit the Entertainment and Sports Industries website to register: https://www.americanbar.org/groups/entertainment_sports/events_cle/annual-mtg18.html or complete the registration form included in this brochure. The registration fee includes admission to all Conference workshops/sessions, breakfast, breaks, receptions, and the Friday luncheon. There are no one-day registration or single event options.

Regular Registration

Regular registration begins on **12:00 am CST, Wednesday, August 1, 2018**. There are no one-day registration or single event options. Conference registrations received after Friday, September 21, 2018 will not have name badges available for pick-up at the registration desk. Individuals who register after September 21st will have their name badges made on-site.

On-Site Registration

On-site registration will be accepted if space is available. If you plan to register on-site, you must call 312-988-5658 at least 72 hours before the conference to confirm that space is still available. Failure to call in advance may result in you not being admitted to a sold-out program. On-site registrants are required to pay the registration fees by check, Visa, Mastercard, Discover, or American Express. No registrations will be accepted without payment. Name Badges for on-site registrants will not be available in advance and will be made on-site.

Hotel Reservations

Deadline: September 12, 2018 at 5:00 pm CST.

The conference will be held at The Cosmopolitan Hotel of Las Vegas, 3708 Las Vegas Boulevard South, Las Vegas, NV 89109. The negotiated conference rate is \$259 per night. For hotel reservations at the discounted conference rate, visit <https://book.passkey.com/go/SABAE8> or call 702-698-7575 or 855-435-0005 and reference group code: SABAE8. The room block will sell out quickly, make your reservations early. Reservations made after September 12th will not receive the discount rate and may not secure a hotel room.

Persons with Disabilities

If special arrangements are required for individuals with disabilities to attend this program, please contact Bernadette Steele at bernadette.steele@americanbar.org or 312-988-5658 no later than August 31, 2018.

Air Travel/Ground Transportation/Parking

Discounted airfares are available from ABA Egencia for Business including ABA negotiated discounts on American, United and Virgin America Airlines. Reservations with ABA Egencia can be made online at www.Egencia.com or www.americanbar.org/travel or by phone at 877-833-5285.

Financial Assistance

A limited number of scholarships to defray tuition expenses are available for this program. To request an application or receive additional information, please contact, bernadette.steele@americanbar.org by July 31, 2018. Qualifying attorneys may receive a 50% reduction in tuition fees.

CLE Credit

The ABA directly applies for and ordinarily receives CLE credit for ABA programs in AK, AL, AR, AZ, CA, CO, CT, DE, GA, GU, HI, IA, IL, IN, KS, KY, LA, ME, MN, MS, MO, MP, MT, NH, NJ, NM, NV, NY, NC, ND, OH, OK, OR, PA, SC, TN, TX, UT, VT, VA, VI, WA, WI, and WV. These states sometimes do not approve a program for credit before the program occurs. This course is expected to qualify for 21.00 CLE credit hours (including 1.50 ethics hours) in 60-minute states, and 25.20 credit hours (including 1.80 ethics hours) in 50-minute states. This transitional program is approved for both newly admitted and experienced attorneys in NY. Attorneys may be eligible to receive CLE credit through reciprocity or attorney self-submission in other states. For more information about CLE accreditation in your state, visit http://www.americanbar.org/cle/mandatory_cle.html

Cancellation Policy

Registrants who are unable to attend the program will receive a refund less a \$50.00 administrative fee if a written cancellation is received by August 31, 2018. After August 31, 2018, no refunds will be granted. Substitutions are acceptable. Cancellations may be faxed to 312-988-5850. The ABA reserves the right to cancel any programs and assumes no responsibility for personal expenses.

Registration Form

ABA Forum on the Entertainment and Sports Industries

40th Anniversary Annual Meeting

October 4-6, 2018, Las Vegas, Nevada

Registration includes two full days and one-half day of programming, one breakfast, two lunches, four receptions, and access to all written course materials.

Four Ways To Register

1. Register online at:

https://www.americanbar.org/groups/entertainment_sports/events_cle/annual-mtg18.html

2. Fax Your Registration form with credit card information to our secure fax line:

312.988.5850

3. Call the ABA Service Center:

800.285.2221 and ES1810

4. Mail your registration form to:

American Bar Association

Service Center-Meeting/Event Registration
Department

ATTN: ES1810

321 N. Clark St., 19th Floor

Chicago, IL 60654

Credit card or checks made payable to the American Bar Association are acceptable.

Early-Bird Registration Deadline: July 31, 2018

Hotel Reservations Deadline: September 12, 2018

PLEASE PRINT

Name *(first, middle initial, last)*

Name to be printed on badge

ABA ID Number *(if ABA member)*

Name of Firm/Company/Agency

Address *(firm/company/agency)*

City

State

Zip

Business Phone

Business Fax

Email Address

**ABA Forum on the Entertainment and Sports Industries | 40th Anniversary Annual Meeting
October 4-6, 2018, Las Vegas, Nevada**

Registration Form (continued)

REGISTRATION FEES	Early-Bird Registration before 11:59 pm CT, Tuesday, July 31, 2018	Regular Registration after 12:00 am CT, Wednesday, August 1, 2018
Forum or Co-Sponsor Section Member	\$725	\$800
ABA Member (<i>Forum and Co-Sponsor Non-Member</i>)	\$925	\$1,000
ABA Non-Member	\$975	\$1,050
Law Student	\$195	\$225

No Single Day Options, No Single Event Options, or Differing Pricing for Government Sector

SOCIAL EVENTS	Early-Bird Registration before 11:59 pm CT, Tuesday, July 31, 2018	Regular Registration after 12:00 am CT, Wednesday, August 1, 2018
THURSDAY		
Opening Reception at UNLV (5:30 pm -7:00 pm)	Free	Free
Peer Networking Events (7:00 pm – 10:00 pm)	Free	Free
Nightcap at the Cosmopolitan (10:30 pm-midnight)	Free (attendee + 1 guest)	Free (attendee + 1 guest)
FRIDAY (Cosmopolitan or as noted)		
Luncheon & 40 th Anniversary Ceremony	Free	Free
Sports Business Leadership Association Reception	Free	Free
Octavius (Ted) Reid Reception	Free (attendee + 1 guest)	Free (attendee + 1 guest)
SATURDAY		
Breakfast	Free	Free

Payment Information

American Express
 Visa
 Mastercard
 Discover

Total Due \$

Credit Card Number _____ Expiration Date _____

Signature _____

Or enclose a check made payable to the American Bar Association with Meeting Code: ES1810.