2019 digital media & video game conference

March 18, 2019
8 am - 7 pm
200 McAllister Street,
2nd Floor
San Francisco, CA

Presented by
University of California, Hastings College of the Law

With the Support of
The American Bar Association’s Forum on Sports and Entertainment Industries

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Entertainment and Sports Law Interest Group of the IP Section of the California Lawyers Association
&
The Intellectual Property Law Section of the ABA
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CONFERENCE
SCHEDULE

8:00 a.m. – 8:45 a.m.  Registration / Continental Breakfast
8:45 a.m. – 9:00 a.m.  Opening Remarks
9:00 a.m. – 10:00 a.m.  Marketing, Promotions and NextGen Business Models: What to Know and What to Expect, Including with Respect to Loot Boxes, Gambling and the Shift to Mobile
10:00 a.m. – 11:15 a.m.  Gender Bias and Related Issues.
11:15 a.m. – 11:30 a.m.  Break
11:30 a.m. – 12:30 p.m.  Doing Business in China
12:30 p.m. – 1:30 p.m.  Lunch, hosted by Kelley Drye
                     Keynote Discussion – The State of the Entertainment Software Industry
                     Brown Bag Lunch Breakout Session for Law Students and Young Lawyers
1:30 pm – 2:45 pm  IP Litigation Who’s Who
2:45 p.m. – 4:00 p.m.  VR, AR, and ????: Oh My! – Another Look at This Quickly Evolving Space
4:00 p.m. – 4:15 p.m.  Break
4:15 p.m. – 5:45 p.m.  Professional & Amateur Sports, eSports and Video Games
5:45 p.m. – 6:00 p.m.  Closing Remarks
6:00 p.m. – 7:00 p.m.  Cocktail Reception, hosted by Goodwin Procter
Marketing, Promotions and NextGen Business Models: What to Know and What to Expect, Including with Respect to Loot Boxes, Gambling and the Shift to Mobile

As attorneys continue to work to keep up with the creative minds of leading marketers and efforts of developers to provide the latest and greatest product features, this panel will discuss relevant legal issues and outstanding questions related to loot boxes, contests / sweepstakes, daily fantasy sports, data privacy and protection and the continued growth of the mobile space.

Ben Golant, Chief Counsel, IP Policy, The Entertainment Software Association
Jim Gatto, Partner, Sheppard Mullin
Melissa Rihali, Strategic Business Advisor, iGaming, Sports Betting & Lottery
Patrick O’Brien, Business Development and Corporate Affairs, N3twork, Inc.
Douglas Reilly, Vice President, Lucasfilm Games

Gender Bias and Related Issues

With Gamergate proving to be a precursor to the #metoo movement and the events of the past 18 months or so, this panel revisits issues first raised in 2015 with respect to gender bias in the digital media and video game spaces, and will provide insights into the current climate impacting companies and their employees.

Kelly Conway, General Counsel, Linden Labs
Ada Duan, GM, Business Development, Microsoft Global Gaming Partnerships & Development
Judith Keyes, Partner, Davis, Wright & Tremaine LLP
Jamie Volkas, UC Hastings Director of Women’s Leadership
Doing Business in China

Does China remain a viable market for digital media, video game distribution and outsourced digital media development? What do practitioners need to know for purposes of a China-focused practice?

Rusty Weiss  Partner, Sidley Austin LLP
Chia-Chi Li  Director of Technology Transactions, Tencent Holdings
Yan Perng  Senior Corporate Counsel, NCSoft West
Nicole Simonian  Partner, Bryan, Cave, Leighton & Paisner
Steve Yu  Partner, Osborne Clarke
Emi Zhao  Principal Counsel, Riot Games

Lunch & Keynote Address:
The State of the Entertainment Software Industry

Stanley Pierre-Louis will provide an update on the current state of the entertainment software industry, its key developments and innovations and the most pressing issues facing practitioners in this space.

Stanley Pierre-Louis  Senior Vice President and General Counsel, Entertainment Software Association

Brown Bag Breakout Session for Law Students and Young Lawyers

At this networking opportunity, industry veterans dispense career advice and discuss what you need to know and what you can do to help launch a legal career in the digital media and video game spaces.

Paul Malling  Recruiting Partner, Forshay
Danny Walvick  Senior Manager, Business Affairs, Vevo
IP Litigation Who’s Who

This panel of leading intellectual property litigators will provide an update as to the cases decided over the past twelve to eighteen months most relevant to the digital media and video game spaces, including what you should know as it relates to copyright, trademarks, rights of publicity, music and patent litigation.

Bill Coats  
Sole Practitioner

Kelli Sager  
Partner, Davis, Wright & Tremaine

Jennifer Kelly  
Partner, Fenwick & West

Rollin Ransom  
Partner, Sidley Austin LLP

Neel Chatterjee  
Partner, Goodwin Procter, LLP

VR, AR, and ???, Oh My!
Another Look at This Quickly Evolving Space

What is new and where does VR and AR have potential in the media, entertainment and sports worlds? This panel will discuss current business and legal concerns, including the growth of location-based entertainment venues.

David Fink  
Partner, Kelley Drye

David Anderman  
Former COO/GC, Lucasfilm, Ltd. and former CBO, Jaunt, Inc.

Eric Baum  
Senior Vice President, Business & Legal Affairs,  
Sony Pictures Entertainment

Marine Gallois  
Director, Product Counsel, Niantic

Dave Murphy  
Corporate Counsel, Sony Interactive Entertainment
Professional & Amateur Sports, eSports and Video Games

This panel discussion presented by the ABA’s Forum on Sports and Entertainment Industries will examine the current relationship and future involvement of professional and amateur sports leagues and participants with digital media and interactive, including eSports. This will include discussion as to how professional sports teams and leagues, colleges and national amateur sports organizing committees (and their major sponsors and broadcast partners) view digital media, eSports and the interactive space, including the current and future relationships with game publishers, eSports tournament organization, and the market for sports simulated games such as Madden, NBA 2K, MLB: The Show, NHL and FIFA.

Seth Steinberg  
Attention, Digital Arts Law

Lee Rawles  
Vice President, Business Affairs, Electronic Arts Inc.

Dan Emerson  
General Counsel, Take-Two Interactive Software

Matt McCloskey  
Vice President, Commerce, Twitch Interactive, Inc.

Erin Harvego  
Vice President, Marketing, Big Ten Network
Registration

Register Online  You may register online at:

https://uchastings.webconnex.com/2019digitalmedia

Fees  General: $495.00
      ABA Sports and Entertainment Forum - IPL/VGBA Members: $300.00
      Student: $50.00
      UCH Student: Free admission (limited to the first 15 registrants)

MCLE Credit

This program is eligible for **7.50 hours of MCLE credits**, of which 1.25 hours qualify for the “elimination of bias” credit. Attendance at the *Gender Bias and Related Issues* panel is required to receive “elimination of bias” credit.

To receive MCLE credits you must complete the Sign In/Out form, as well as the Record of Attendance by providing all requested information. Both forms along with the Evaluation Form will be located at the registration table.

Questions?

If you have any questions or require additional conference information, please contact Roslyn Foy at foyr@uchastings.edu.
Transportation

From the East Bay

By Car: From the Bay Bridge, exit right at Civic Center (after you pass the 5th Street exit). Stay in one of the two right lanes. Merge onto Harrison and make a right turn onto 9th Street. Cross Market on 9th Street in one of the right hand lanes, marked Larkin Street, which will intersect both McAllister Street and Golden Gate Avenue. There is parking in the UC Hastings Garage on the corner of Larkin and Golden Gate.

AC Transit (Bus): Take the appropriate bus to the Transbay Terminal, then walk one block north to Market Street to take local transit ("MUNI"). The F line (historic street cars) stops at Civic Center; McAllister Street is 1 block north, on your right. The #5 Muni bus will stop in front of 200 McAllister Street.

BART: All Bay Area Rapid Transit trains going to Daly City/Colma or SFO/Millbrae have a Civic Center stop. McAllister Street is one block north of the Civic Center Station.

From the South Bay

By Car: Take 101 North, stay in second lane from your left, and follow signs to Bay Bridge. Exit 9th Street/Civic Center. Cross Market on 9th Street in one of the righthand lanes marked “Larkin Street” which will intersect both McAllister Street and Golden Gate Avenue. There is parking in the UC Hastings Garage at the corner of Larkin and Golden Gate.

By CalTrain to the Cal Train Station at King Street/Mission Bay: Upon disembarking from the train, take either the N or the T Muni train to the Civic Center stop and walk north to McAllister Street. The current fare for the Muni is $2.00 in exact change, including a 90-minute transfer.

Parking in the Civic Center Area

The UC Hastings Parking Garage is at the corner of Larkin and Golden Gate. Visit http://sites.uchastings.edu/garage/ for more information regarding hours of availability and parking rates.