

BESLA 31st Annual Conference Agenda

(Speakers and sessions are subject to change)

Tuesday, October 25, 2011

9:00 a.m. – 4:00 p.m. BESLA Board of Director's Meeting

Wednesday, October 26, 2011

9:00 a.m. – 3:00 p.m. Golf at Kauai Lagoons Golf Club

10:00 a.m. – 5:30 p.m. Registration Desk Open

**7:00 p.m. – 10:00 p.m. Welcome Reception ~ Hawaiian Luau
Kauai Marriott Resort Pool Side**

Thursday, October 27, 2011

6:30 a.m. – 7:30 a.m. Health and Wellness Activity

8:30 a.m. - 10:00 a.m. Session 1A **MUSIC/INTELLECTUAL PROPERTY**

“Trademarks in the Context of Hip Hop Culture”

Moderator: Ray Thomas, Jr. LL.M., Counsel, Miles & Stockbridge, P.C., Adjunct Professor, Howard University School of Law, Intellectual Property & Trademark Clinic

Panelists:

Description: *This Panel will discuss some of the many interesting issues that emerge from the interaction between Trademark Law and the elements of Hip-Hop Culture. A review of the current case law concerning Artist' use of the names of others, and Artist' use of famous marks as pseudonyms (Rick Ross, Gucci Mane, Nicki Manji use of "Barbie" and J.R. Bricks' use of "Waffle House")*

8:30 a.m. - 10:00 a.m. Session 1B **SPORTS/INTELLECTUAL PROPERTY**

“Protecting the IP Interests of Athletes”

Moderator: Kenneth L. Shropshire, Esq., Professor Wharton School of the University of Pennsylvania, Director, Wharton Sports Business Initiative

Panelists: Jared Bartie, Esq., Counsel, Arent Fox; Joy Warren, Esq., Dennis M. Coleman, Esq.,

Description: *An overview of the intellectual property rights of athletes and the ownership and control of their images and likeness while their playing and after they retire; a review of some cases, such as the Ed O'Bannon lawsuit against the NCAA and the retired NFL players v. NFLPA.*

10:15 a.m. - 11:45 a.m. - Session 2

SPORTS

“Open the Door, Give Me the Key: Lockouts and the Wide World Web of Sports”

Moderator: John C. Graves, Esq., Profile Sports Consultants

Panelists: Bill Duffy, Chairman & CEO, BDA Sports; Art McAfee, Esq., Associate Counsel, NFLPA; Hal Biagas, Esq. EVP of Operations, Wasserman Media Group

Description: *With this year's NBA and NFL player lockouts, this panel will take a comprehensive look at the current state of collective bargaining agreements and antitrust issues surrounding the various players unions v. owners/management. We will also explore the new order of agent/attorney - client relations and protecting those communications with the advent of smart phones and technology.*

LUNCHEON

12 Noon – 1:45 p.m.

**BESLA Scholarship Luncheon
BESLA Annual Membership Meeting**

2:00 p.m. - 3:30 p.m. - Session 3A

LITIGATION

“Hot Topics in Entertainment Litigation for the In-House Attorney and the Talent, Studio, Network or Label Litigator”

Moderator: Lawrence C. Hinkle, II, Partner, Fox Rothschild, LLP

Panelists: Yakub Hazzard, Esq., Partner, Robins, Kaplan, Miller & Ciresi LLP; Joseph Porter, Esq., Law Offices of Joseph L. Porter; Henry Shields, Esq., Partner, Drinker Biddle; (invited); Darrell E. Walker, Esq., General Counsel, BET Networks

Description: *This distinguished panel will discuss the current and most significant trends and current cases in entertainment litigation throughout the film, television and music industries.*

2:00 p.m. - 3:30 p.m. - Session 3B
YOUNG LAWYERS / PROFESSIONAL DEVELOPMENT

“Building Your Brand, Building Your Practice, Building the Artist’ Team”

Moderator: Lisa Bonner, Esq., Bonner Law, PC

Panelists: Uwonda S. Carter, Esq., The Carter Law Firm, PC; Jini D. Thornton, CEO Envision Business Management Group; Steven V. Hunter, Esq., Partner, Quarles & Brady, LLP

Description: *Experienced panelists will share advice to law students and recent practitioners on how to build your brand and your law practice; and discuss the various roles for entertainment attorneys and the key players on the talents team.*

3:30 p.m. – 7:00 p.m. Afternoon & Dinner on your Own

8:30 p.m. – 10:30 p.m. Evening of Entertainment Onsite Event

Friday, October 28, 2011

6:30 a.m. – 7:30 a.m. Health and Wellness Activity

Seminars and Educational Sessions

8:30 a.m. - 10:00 a.m. - Session 4
SOCIAL MEDIA

“Tweeting is Not a Bird: The Impact of Social Media on Entertainment & Sports”

Moderator: Jaunique Sealey, Esq. Atom Factory, Inc.

Panelists: Bakari Brock, Esq., Counsel, Twitter, Inc.; Bryan Calhoun, VP, New Media & External Affairs, Soundexchange, Inc.; Inga Dyer, Senior Counsel, Business & Legal Affairs, BET Networks

Description: *This panel will examine the impact of social media on sports and entertainment, TV programming, event promotion etc. and the legal pitfalls to avoid in counseling your clients, defamation lawsuits, privacy policy concerns and how this medium has changed the way we advertise, market, promote and share information.*

10:15 a.m. - 11:45 a.m. - Session 5
MUSIC

“A Whole New World: Windows of Opportunity in Music”

Moderator: John P. Kellogg, Esq., Assistant Chair of the Music Business Dept. Berklee College of Music

Panelists: Lita Rosario, Esq., WYZ Girl Entertainment Consulting, Jerry Juste, SVP, Business & Legal Affairs, Universal Motown Island Def Jam Group (invited);

Description: *New Music, New Platforms, New Recording Agreements; this panel will explore current trends in the music industry and the impact of the Eminem Case (FTB Productions v. Aftermath/UMG) on how digital sales of music are treated. The panel will also examine the 35 year copyright termination right; discover if the 1976 Copyright Act has afforded your client with a window of opportunity to regain copyrights transferred years ago.*

11:45 p.m. – 1:45 p.m. Lunch on Your Own

2:00 p.m. - 3:30 p.m. - Session 6A
ENTERTAINMENT

“New Rules for a Changing Landscape: The Evolving Practice of Entertainment & Media Law”

Moderator: Nancy L. McCullough, Esq., Principal, Law Office of Nancy L. McCullough

Panelists: Kim Richardson, Executive Counsel, Disney; Virgil Roberts, Principal, Bobbitt & Roberts; Bobby Mason, VP Legal Affairs, Summit Entertainment

Description: *New technology and new modes of mass communication make for an exciting, challenging era for entertainment and media lawyers. Clients are no longer just individuals or companies – both have often become vast conglomerates straddling traditional media properties, plus a meld of consumer products, diverse brands, music, fashion, culture, and other modes of commerce -- often dependent upon larger-than-life celebrity and “reality” personalities with constantly-present visibility. New business models often rapidly cross from tried markets into new ones, ever more frequently driven by evolving social media platforms. Add to this the government’s unprecedented oversight of how media and entertainment organizations protect consumer data and personal privacy – and it becomes clear that lawyers are even more important to the equation than ever before, presenting unique opportunities to serve clients’ interests. This panel brings together both in-house and private practitioners from an array of entertainment and media backgrounds for an insightful, instructive view on the evolving role of lawyers in this era of rapidly changing media business realities.*

2:00 p.m. - 3:30 p.m. - Session 6B
{TBD}

3:30 p.m. – 6:00 p.m. Afternoon on your Own

9:30 p.m. – 1:00 a.m. **Friday Night Party!**
Offsite – 22 North

Saturday, October 29, 2011

7:00 a.m. – 8:00 a.m.

Health and Wellness Activity

Seminars and Educational Sessions

9:00 am - 10:30 a.m. - Session 7

Video Gaming

“Digital Distribution and Next Generation Gaming”

Moderator: Elke F. Suber, Esq., Senior Attorney, Legal & Corporate Affairs – Online Services, Microsoft Corporation

Panelists: Michael S. Traylor, Esq., Chief Business Development Officer, GGL Global Gaming & CEO of Traylor Digital Media; Shelley McKinley, Associate General Counsel, Microsoft Xbox, Sonya Johnston, Senior Attorney, Microsoft

Description: This panel will focus on the new technology developments (Natural User Interface, Cloud Gaming and Social Media), how the transactional and distribution landscape has changed for video game developers and Publishers and the resulting legal issues, including but not limited to the legal issues involved in the social media aspects of multi-player videogame platforms.

Sponsored by Microsoft Corporation

10:45 a.m. - 12:15 p.m. - Session 8

TELEVISION

“Keeping It Real: The Realities of Reality TV – Part II”

Moderator: Darrell Miller, Esq. Co-Chair, Fox Rothschild, LLP Entertainment & Sports Practice

Panelists: Stephen Harris, Director, Non-Fiction & Alternative Programming, A&E Television (invited); Tina Perry, VP Business & Legal Affairs, OWN (Oprah Winfrey Network); Khadijah Sharif-Drinkard, VP Business & Legal Affairs, BET Networks, Amber Jorgensen, Director, Business & Legal Affairs, Zodiak, USA

Description: *Join us for Part II of our insightful panel discussion on the legal and business issues surrounding reality television programming. Our experienced panelists will discuss the various legal and business aspects specific to reality TV programming for cable and network television; including but not limited to pitching show ideas, idea protection, variations with show budgets, compensation models, key deal points and deal structures as well as the pitfalls to avoid.*

Afternoon on Your Own

SATURDAY OCTOBER 29, 2011

6:30 p.m. – 7:15 p.m.

Closing Night Reception

7:30 p.m. – 10:30 p.m.

GALA Banquet and Awards Program (Creative Black Tie)

2011 BESLA Hall of Fame Inductee

Jeffrey Harleston, EVP & General Counsel, Universal Music Group

2011 BESLA Hall of Fame Inductee

Ronald E. Sweeney, Chairman & CEO Law Offices of Ronald E. Sweeney

2011 Sports Humanitarian Award Recipient

Bill Duffy, Chairman & CEO BDA Sports

2011 Lifetime Achievement Award Recipient

Loretha Jones, President Original Programming, BET Networks

10:30 p.m.

Cordials and Desserts

SUNDAY, October 30, 2011

Conference Adjourns – Breakfasts & Departures