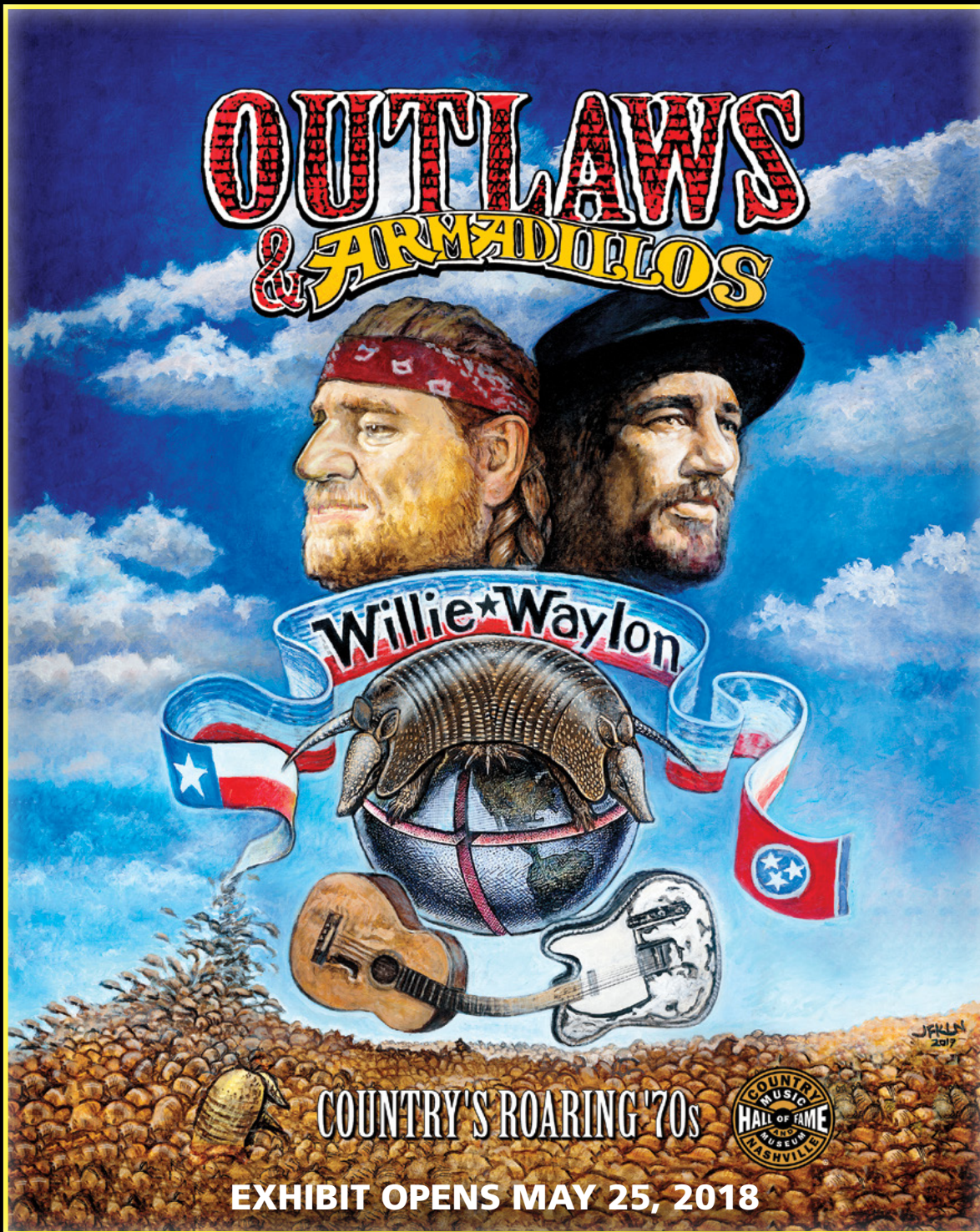


28th Annual

Entertainment Law Institute



LIVE Austin • November 8-9, 2018 • AT&T Hotel and Conference Center



MCLE CREDIT
12 Hours (1.5 Ethics)

DOWNLOADABLE
Course Materials ↓

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for the Bar*

Entertainment Law Institute

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(See page 4 for details.)

LIVE Austin

November 8-9, 2018
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2018 Texas Star Award Recipient



Michael Donaldson is a Los Angeles based attorney who has been fighting for independent filmmakers for over 30 years.

He and his firm, Donaldson + Callif, have represented hundreds of filmmakers as the industry's leading expert on fair use and other clearance and rights-related issues. He serves as the General Counsel to Film Independent (Los Angeles Film Festival) and the Writer's Guild Foundation. Among Michael's other honors and accomplishments, he co-authored the American Bar Association's *Legal Guide to Filmmaking*, was a co-author of the Documentary Filmmakers' *Statement of Best Practices in Fair Use*, and was also co-author of *Clearance & Copyright: Everything You Need to Know for Film & Television* (4th ed.) — the essential guide for lawyers and filmmakers.

MCLE CREDIT

12 Hours (1.5 Ethics)

MCLE Course No: 174022525

Applies to the Texas Bar College and the Texas Bar of Legal Specialization in Civil Appellate and Civil Trial Law.

Thursday

7 hours including 1.5 ethics

8:00 **Registration**
Coffee & Pastries Provided

8:40 **Welcoming Remarks**
Course Director
Mike Tolleson, *Austin*
Mike Tolleson & Associates

8:45 **Data Privacy and Information Security: What Are the Obligations of the Law Firm?** 1 hr ethics
Claude E. Ducloux, *Austin*
Law Offices of Claude Ducloux

9:45 **Representing Arts and Entertainment Industry Non-Profit Organizations: Is a 501(c)(3) the Right Choice?** 1 hr
Alissa McCain, *Austin*
Texas Accountants and Lawyers for the Arts
Erin Rodgers, *Houston*
Rodgers Selvera

10:45 **Break**

11:00 **Annual Roundup of Notable Entertainment Industry Court Rulings** 1 hr (.25 ethics)
Stan Soocher, Esq., *Denver, CO*
Editor-in-Chief, "Entertainment Law & Finance" and Professor, Music & Entertainment Industry Studies
University of Colorado Denver

12:00 **Break - Lunch Provided**

12:20 **Texas Star Award Presentation**

12:30 **Luncheon Presentation: Finding the Practice You Love and Loving the Practice You Find** (no MCLE credit)
Michael C. Donaldson, Esq.,
Beverly Hills, CA
Donaldson + Callif

1:00 **Break**

1:15 **Minefields to Minecraft: Taking Your Business Online and Doing so on the Path to Success Without the Pitfalls** 1 hr
Explore common issues faced by companies seeking to operate online and engaging with consumers for the delivery of rich media or by providing social media platform services.
Gary R. Greenstein, *Washington, DC*
Wilson Sonsini Goodrich & Rosati

2:15 **The Art and Business of Influencers**
How influencers are parlaying their content and audiences into media and branding deals, and how those deals are structured 1 hr

Brian Brushwood, *Austin*

Comedian/Musician/Producer

Jane Ko, *Austin*

Food & Travel Blogger, A Taste of Koko

Michele Martell, *Austin*

Martell Media House

3:15 **Networking & Snack Break**
Sponsored by



3:45 **A Content Creator's Guide to Staying Out of the Courtroom** 1 hr (.25 ethics)

How defamation, business disparagement, and right of publicity claims are treated under Texas and California law.

Brent Turman, *Dallas*

Bell Nunnally & Martin

4:45 **How to Talk to Clients About Fair Use** 1 hr

A practical guide to working with filmmakers and similar artists on their fair use evaluations in a way they can understand.

Michael C. Donaldson, Esq.,

Beverly Hills, CA

Donaldson + Callif

Deena Kalai, *Austin | New York City, NY*

Deena Kalai, PLLC

5:45 **Adjourn**

Friday

5 hours

8:00 **Coffee & Pastries Provided**

8:40 **Announcements**

8:45 **Show Me the Money: YouTube Monetization Policies Explained** 1 hr

A review of YouTube's monetization policies, the different streams of revenue available to creators, and suggestions about how to meet the payment thresholds.

Evan Bregman, *Austin*

Director of Programming, Rooster Teeth

Gwendolyn Seale, *Austin*

Mike Tolleson & Associates

9:45 **The Music Modernization Act: Current Status and a Review of Key Provisions** 1 hr

Terry Hart, *Washington, DC*

VP, Legal Policy and Copyright Counsel
Copyright Alliance

10:45 **Break**

11:00 **Music Publishing After the MMA: Valuations, Payments, and Collections** 1 hr

The impact and consequences of the MMA for music publishers and startups.

Christian Castle, *Austin*

Christian L. Castle, Attorneys

Richard Perna, *Austin*

Song Research & Recovery Services

12:00 **Lunch on Your Own**

1:15 **Every Lawyer's Crazy 'Bout a Sharp Dressed Legal Issue: An Introduction and Update to Fashion Law** 1 hr

The basics of fashion law will be presented, including the application of US and international intellectual property law, as well as unique transactional, litigation, and client considerations.

Lawrence A. Waks, *Austin | Dallas*

Wilson Elser Moskowitz Edelman Dicker

2:15 **Streaming Services & Showrunners: Selling Scripted and Non-Scripted Content to Netflix, Amazon, and Hulu** 1 hr

The streaming content services have expanded their reach into financing original content. Presenter will discuss the current opportunities and nature of the deals.

John Sloss, *New York, NY*

Managing Partner, Sloss Eckhouse LawCo

President, Cinetic Media

3:15 **Adjourn**

Join us a day early for

Entertainment Law 101

LIVE Austin

November 7, 2018

AT&T Hotel and Conference Center

Purpose & Scope

Join us for the return of this 3-hour "bootcamp" featuring an overview of introductory legal issues for clients in music, film, and other creative industries. Participants will gain a basic understanding of the intellectual property assets and rights issues facing creative professionals. This year we will be taking a deeper dive into the fundamentals of music publishing agreements and the practical aspects of music licensing for various media.

Wednesday

3 hours

1:30 **Registration**

1:55 **Welcoming Remarks**
Course Director

Amy E. Mitchell, *Austin*

Amy E. Mitchell, PLLC

2:00 **Copyright, Trademark, or Both? Maximizing IP Protection for Creative Clients** 1 hr

Gretchen McCord, *Rockdale*

Law Offices of Gretchen McCord

3:00 **Break**

3:05 **Sign that Tune: Common Terms & Strategies for Negotiating Music Publishing Agreements** 1 hr

Adam Mandell, *Austin*

Millen, White, Zelano & Branigan

4:05 **Break**

4:10 **Creating the Soundtrack of Our Lives: A Practical Overview of Music Licensing** 1 hr

Robert Buckner McKinney, *Austin*

Law Office of Buck McKinney

5:10 **Adjourn to Networking Mixer**
(unhosted event)

MCLE CREDIT

3 Hours

MCLE Course No: 174022522

Applies to the Texas Bar College and the Texas Bar of Legal Specialization in Civil Appellate and Civil Trial Law.

Ways to Save on This Course!

Register by October 25 and Save \$50

because early registrations help us ensure that sufficient course books, seating, and refreshments are available. Course materials and seating will be reserved for preregistrants until the start of the first topic.

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See the registration form.

Scholarship Information

TexasBarCLE offers scholarships for live courses, video replays, online classes, and webcasts. To apply or learn more, call 800-204-2222, x1490, Mon-Fri 8am-5pm CT. Please apply at least two weeks prior to any live/video replay course or at least one week prior to any webcast or online class.

Active Texas State, County, and Federal Judges, Administrative Law Judges, Hearing Examiners, and Judge's Staff Attorneys may attend for free, provided:

- (1) the course directly relates to the judge's/tribunal's jurisdiction,
- (2) the judge is a full-time judge or retired under a judicial retirement system and
- (3) space is available for all paying registrants. This privilege does not extend to prosecutors, receivers, trustees, other court staff, or persons serving part-time in a judicial capacity. Actual attendance is required to receive course materials.

Parking Information

is subject to change and does not guarantee available space. Self-parking is available in the AT&T Hotel and Conference Center parking garage for \$18/day (access on 20th Street). Valet parking is available at the hotel for \$28/night (access on University Avenue).

If You Need Special Accommodations to Attend or Have a Food Allergy,

please contact us as soon as possible at 800-204-2222 x1751.

Registered but Can't Attend? Still Earn MCLE Credit

by taking the course online later. If you would rather have a refund, call 800-204-2222, ext. 1574 or fax your request to 512-427-4443.

Refund requests must be made at least one business day before the program.

FREE TO OUR REGISTRANTS! Online Videos and MP3s of the Topics

will be available to registrants 6-8 weeks after the course. Provide your e-mail address when preregistering to be notified when and how these benefits may be accessed. (Note: Presentation lengths may vary from that which was advertised.) There's no extra charge; as a registrant, you're already entitled!

Interested in Sponsoring or Exhibiting at this Course or Others?

Please contact us at clesponsorships@texasbar.com.

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The State Bar of Texas does not endorse political candidates. When a candidate for the public office is included in promotion for or participates in a TexasBarCLE event, the State Bar is not taking a position for or against anyone's candidacy.

Reserve Your Hotel Room Early

Hotel rooms have been blocked at special rates on a space available basis. To make a reservation, contact the hotel and indicate that you will be attending this State Bar of Texas course.



LIVE Austin

AT&T Hotel and Conference Center
1900 University Avenue
Austin, Texas 78705
(512) 404-3600
\$199 single/double
Deadline: October 8

Reservations available online:

<https://book.passkey.com/go/TEXBAR118>

Parking: Self-parking is available in the attached parking garage for \$18/day. (enter on 20th Street). Valet parking is available for \$28/night (enter on University Avenue).

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Amy E. Mitchell.....Austin

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Entertainment Law Institute & Entertainment Law 101

- 1 Entertainment Law Institute [8095]
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Regular Registrant \$545
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Special luncheon presentation on Thursday
Complimentary Wi-Fi in the meeting room

- Entertainment Law 101 [8096]
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Regular Registrant \$175*
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I may attend complimentary because I am a (see p. 4):
Qualifying judge
Judge's staff attorney

*No discounts in section 3 may be taken.

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For more information on joining the section, see page 4.

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The State Bar of Texas Entertainment and Sports Law Section

Formed in 1989, the Entertainment and Sports Law Section consists of more than 600 licensed attorneys throughout the state who practice entertainment and sports law. Section members represent a wide variety of clients including artists, filmmakers, athletes, media companies, employers, employees, and entertainment and sports organizations, in both the private and public sectors. The purpose of the Entertainment and Sports Law Section is to promote and enhance the practice of law by all lawyers who concentrate or have an interest in entertainment and sports law.

Join today and get involved in the Section's activities. Some of the areas in which you can serve are legislative (state and federal), merchandising, website, social networking, event planning, marketing and more.

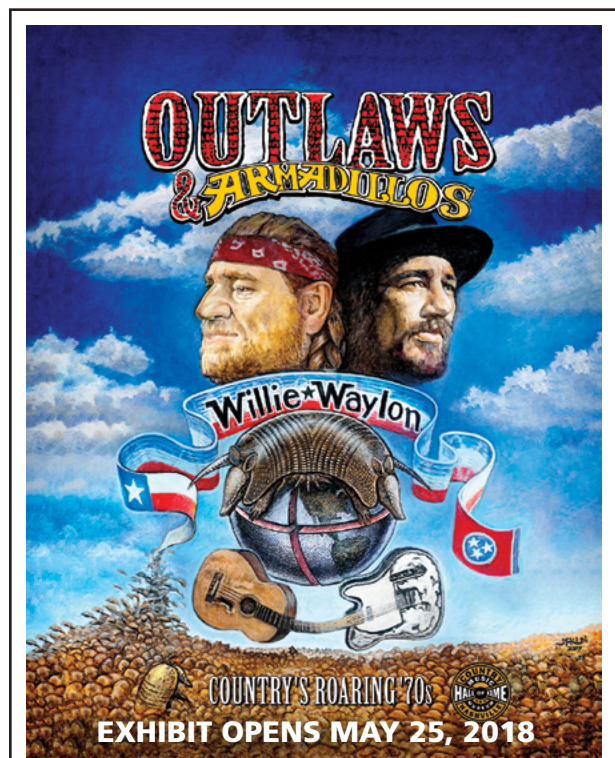
Section membership is from June 1 to May 31. To join, visit your My Bar Page and join online, or download a membership form from TexasBar.com/sections to pay by mail. You may also complete the information below and forward it with a check in the amount of \$30 to State Bar of Texas, ATTN: Membership Dept., P.O. Box 12487, Austin, Texas 78711-2487. (Dues waived for Law Students and New Lawyers licensed 2 years or less.)

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For more information visit www.TESLAW.org



Cover Art

The Country Music Hall of Fame® and Museum's new major exhibition, *Outlaws & Armadillos: Country's Roaring '70s*, explores the era of cultural and artistic exchange between Nashville, Tennessee and Austin, Texas. The exhibition opened May 25 for a nearly three-year run. www.countrymusichalloffame.org
Poster Art by Jim Franklin.