



NYSBACLE

Wednesday, June 8, 2016

9:00 a.m. to 4:30 p.m.

CUNY Graduate Center

365 Fifth Avenue

(at 34th Street)

New York, NY 10016

Webcast

Can't attend in person?

This program is also available via a simultaneous live webcast option.



**INCLUDES
1.0 ethics credits**

See inside for
more details.

Introduction to Entertainment Law

Topics to be covered include:

- Independent Film and Television Project
- Theatre Project: Musicals from Concept to Production
- Copyright and Trademark Basics
- Ethics in Practice: What You Need to Know

Plus: Interactive Open Forum on Entertainment Law Practice!

Co-Sponsors:

Entertainment, Arts and
Sports Law Section (EASL)

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Save Money, and Guarantee Your Seat at the Program.



Program Description

Entertainment Law often requires practitioners to draw on contract drafting skills and a working knowledge of intellectual property law, especially copyright and trademark basics. Incorporating an innovative multidimensional project approach, a distinguished faculty will walk you through a core hypothetical incorporating real-life practice situations encountered by entertainment lawyers when representing clients in the areas of

Film, Television and Theatre. Finally, an ethics discussion will include how to approach ethical dilemmas often encountered in day-to-day practice in the entertainment field and related areas of the legal profession. Don't miss this opportunity to obtain key insights from an experienced faculty in this unique area of practice!

Who Should Attend: This course has been approved for all attorneys, including those who are newly admitted (less than twenty-four months).

Agenda

8:30 a.m. – 9:15 a.m. Breakfast/Networking/Welcome

PART I: The Anouska Project

A study in a multi-dimensional entertainment project representative of those real-life client situations that often confront the entertainment lawyer.

New client Lilith Anouska walks into your office looking to launch a book, a film, a television show, and a Broadway musical, all on the life story of her uncle and octogenarian Jamie Sailoutlander. This first segment will reveal the differences among the primary entertainment media (film, television, and theatre) and take us through the assessment process of each. The Anouska fact pattern (supplied at the program) will be used throughout.

9:15 a.m. – 10:30 a.m. Independent Film and Television Project

From screenplay to principal photography (or pitch-to-pilot-to-program), this panel will discuss the lawyer's roles in story rights acquisition, screenwriter, director and talent negotiations and agreements, financing the production and the use of investment tax credits, and working with unions. This panel will also touch on how music is licensed for use in film and television.

Life Story Rights: Innes Smolansky, Principal, Law Offices of Innes Smolansky, Brooklyn, NY

Independent Film: Marc Jacobson, Principal, Marc Jacobson, P.C., New York, NY; **Robert L. Seigel,** The Law Office of Robert L. Seigel, New York, NY

Television: Kathleen Conkey, Principal, Law Offices of Kathleen Conkey, New York, NY

Moderators: Stephen B. Rodner, Senior Counsel, Pryor Cashman, LLP, New York, NY; **Rosemarie Tully,** Principal, Rosemarie Tully, P.C., Huntington, NY

10:30 a.m. – 10:45 a.m. Refreshment Break

10:45 a.m. – 12:00 p.m. The Theatre Project

This panel will present a case study of a musical from concept to initial full production based on the Anouska facts. Panelists will discuss the attorney's perspective and role in the entire, and often long and complex, process from idea to development, initial full production, and the subsidiary and ancillary life of the musical.

Jason Aylesworth, Partner, Sendroff and Baruch, LLP, New York, NY; **Cheryl Davis,** Partner, Menaker & Herrmann, LLP, New York, NY; **Diane Krausz,** Principal, Law Offices of Diane Krausz, New York, NY

Moderator: Diane Krausz, Principal, Law Offices of Diane Krausz, New York, NY

12:00 p.m. – 1:00 p.m. Lunch (on your own)

1:00 p.m. – 1:30 p.m. Open Forum

An opportunity to engage in an informal discussion with program faculty to discuss questions you may have regarding the practice of entertainment law.

PART II: Intellectual Property Basics

1:30 p.m. – 2:20 p.m. Copyright and Trademark (Part 1)
Understanding Copyright and Trademark, their functions, limitations, and their value in the entertainment and business worlds.

Theresa Lee, Partner, Pryor Cashman, LLP, New York, NY; **Anna Erenburg,** Senior Counsel, Business & Legal Affairs, Fuse Media, Inc. / Fuse and FM Networks Attorney, Peacock Productions, a NBCUniversal company, New York, NY; **Richard Parent,** Attorney, Peacock Productions, NBCUniversal, New York, NY

2:20 p.m. – 2:30 p.m. Refreshment Break

2:30 p.m. – 3:20 p.m. Copyright and Trademark (Part 2)
Continuation of the discussion on the function, limitation and value of copyrights and trademarks in the entertainment and business worlds.

3:20 p.m. – 3:30 p.m. Refreshment Break

PART III: The Ethics

3:30 p.m. – 4:20 p.m. Ethics in Practice: What You Need to Know

The Ethicist will provide a brief overview of developments in ethics in the entertainment and related areas of the legal profession, and then take questions from the audience on general ethics issues.

Pery Krinsky, Principal, Krinsky, PLLC, New York, NY; **Hal Lieberman,** Partner, Emery Celli Brinckerhoff & Abady, LLP, New York, NY

Moderator: Ethan Bordman, Principal, Ethan Y. Bordman, PLLC, New York, NY

4:30 p.m. Adjourn

6.0 MCLE CREDITS: 5.0 Professional Practice, 1.0 Ethics

This basic-level course has been approved for MCLE credit in New York for all attorneys, including newly admitted (less than 24 months).

This program has also been approved for MCLE credit by the **State Bar of California** and the **Pennsylvania Continuing Legal Education Board** for **4.0** credit hours of substantive law and **1.0** credit hour of ethics. All inquiries regarding MCLE credits may be directed to **(518) 487-5606**.

This program has been approved by the **Board on Continuing Legal Education of the Supreme Court of New Jersey** for 6.0 hours of total CLE credit. Of these, 1.0 qualify as hours of credit for ethics/professionalism, and 0 qualify as hours of credit toward certification in civil trial law, criminal trial law, workers' compensation law and/or matrimonial law. This course does not qualify under any of the nine specified new admit areas, in five of which New Jersey attorneys admitted in 2009 or thereafter, in their first full two-year compliance period, must take 15 of their 24 required credit hours (see BCLE Reg. 201:2).

The New York State Bar Association has been certified as an accredited provider of Continuing Legal Education in the states of New York, New Jersey, Pennsylvania and California.

IMPORTANT NOTICE: PARTIAL CREDIT FOR PROGRAM SEGMENTS NOT ALLOWED. Under the New York State Continuing Legal Education Board Regulations and Guidelines, attendees at CLE programs cannot receive MCLE credit for a program segment unless they are present for the entire segment. Persons who arrive late, depart early, or are absent for any portion of the segment will not receive credit for that segment.

Program Faculty

Program Co-Chairs:

Diane Krausz

Principal, Law Offices of
Diane Krausz
New York, NY

Stephen Rodner

Senior Counsel, Pryor
Cashman LLP
New York, NY

Rosemarie Tully

Principal, Rosemarie Tully, P.C.
Huntington, NY

Jason Aylesworth, Partner, Sendroff and Baruch, LLP, New York, NY; **Ethan Y. Bordman**, Principal, Ethan Y. Bordman, PLLC, New York, NY; **Kathleen Conkey**, Principal, Law Offices of Kathleen Conkey, New York, NY; **Cheryl L. Davis**, Partner, Menaker & Herrmann, LLP, New York, NY; **Anna Erenburg**, Senior Counsel, Business & Legal Affairs, Fuse Media, Inc. / Fuse and FM Networks Attorney, Peacock Productions, a NBCUniversal company, New York, NY; **Marc Jacobson**, Principal, Marc Jacobson, P.C., New York, NY; **Diane F. Krausz** (Program Co-Chair), Principal, Law Offices of Diane Krausz, New York, NY; **Pery D. Krinsky**, Principal, Krinsky, PLLC, New York, NY; **Theresa Lee**, Partner, Pryor Cashman, LLP, New York, NY; **Hal R. Lieberman**, Partner, Emery Celli Brinckerhoff & Abady, LLP, New York, NY; **Richard Parent**, Attorney, Peacock Productions, NBCUniversal, New York, NY; **Stephen B. Rodner** (Program Co-Chair), Senior Counsel, Pryor Cashman, LLP, New York, NY; **Robert L. Seigel**, The Law Office of Robert L. Seigel, New York, NY; **Innes Smolansky**, Principal, Law Offices of Innes Smolansky, Brooklyn, NY; **Rosemarie Tully** (Program Co-Chair), Principal, Rosemarie Tully, P.C., Huntington, NY

Information and Policies

Pre-Registration Strongly Advised: You can save money and guarantee your seat and course materials by registering early. Registrations received at the door are subject to an additional \$15.00 registration fee. Seating is limited in all locations and registrations are taken on a first-come, first-served basis.

Cancellations Are Easy – Full Refunds Are Given: Your full registration fee will be refunded if you give us notice no later than the close of business (4:45 p.m. EST) three business days prior to the date of the program for which you registered. Registrations cancelled less than three business days from the program date will be assessed a cancellation fee of \$25.00. To cancel, call or email the Member Resource Center at (800) 582-2452 or mrc@nysba.org. If you do not cancel and do not attend the program, access to a complete set of course materials in PDF format will be forwarded to you via e-mail in consideration of the registration fee. Non-registrants may purchase program materials after the final program date.


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Recording of NYSBA Seminars in Any Form Is Strictly Prohibited.

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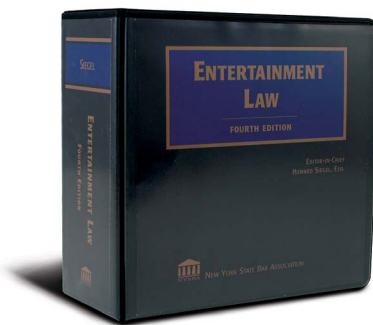
Program materials are distributed at each CLE live program in a print publication. In addition, complete course materials are distributed via email to registered attendees in downloadable, digital PDF searchable format prior to the program date, providing flexibility in using these materials in your day-to-day practice.

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Entertainment Law, 4th Edition

Edited by Howard Siegel, Esq., this book covers the principal areas of entertainment law, including the Recorded Music Industry; Music Publishing; Television; Film; Commercial Theater; Book Publishing; Minors’ Contracts; Personal Management; and Exhibitions.



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(W) June 8, 2016
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PC: 0EH64

CUNY Graduate Center
365 Fifth Avenue
New York, NY 10016

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Can't attend in person? A Live Webcast Option is Available for this Program.

A live webcast option may be viewed by newly admitted attorneys (less than twenty-four months) for MCLE credit to fulfill their Professional Practice, and Ethics credits. Newly admitted attorneys must view the live webcast at the scheduled program time to receive ethics credits.

 See our Spring 2016 schedule online at www.nysba.org/cle



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