

**47th ANNUAL  
ENTERTAINMENT SYMPOSIUM**  
2023 HYBRID SERIES

# **THE DISRUPTERS, THE DISRUPTED, AND THE DISRUPTED DISRUPTERS**

**DAY 2 SYLLABUS**

June 7, 2023

**UCLA**

School of Law

**Ziffren Institute for Media, Entertainment,  
Technology & Sports Law**

# The Disrupters, the Disrupted, and the Disrupted Disrupters

## 47<sup>th</sup> Annual Entertainment Symposium

Wednesday May 31 | Wednesday June 7 | Friday June 9



Keynote Speaker

**Bela Bajarria**, *Chief Content Officer*, Netflix

For a decade or more, one of the dominant narratives in the entertainment industry has been the disruption of the legacy players and their businesses by the arrival of deep-pocketed, norm-breaking tech companies. But in the last few years, even these giants have weathered stock price plunges, endured labor conflict as the sequel to a global pandemic and faced the transformative potential of artificial intelligence. This year's Entertainment Symposium will explore how these disruptions have led to an ongoing transformation in traditional business models, production methods, and labor markets, while also highlighting key areas of law. Over the course of the program, an array of distinguished executives, entrepreneurs, attorneys and academics will examine how the entertainment industry's major players have adapted (or failed to adapt) to this challenging and rapidly changing business environment and consider what upstarts will thrive – and what legacy players will survive – in the industry's next phase.

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### Wednesday, May 31, 2023

5:00 - 5:05 pm (PDT)

#### Dean's Remarks

PRESENTER:

**Dean Russell Korobkin**

*Interim Dean and Richard C. Maxwell Distinguished Professor of Law, UCLA School of Law*

5:05 - 5:50 pm (PDT)

#### After Covid: The Industry Resets

Three and a half years after Covid's arrival, the industry works to find its footing again. This year's opening session sets the stage with the Symposium's annual status report exploring box office recovery, streaming, and digitally driven advertising. This presentation will explore how streaming maturity and higher interest rates are leading to an end of the "golden age of production," previously fueled by capital and emphasis on growth over profits. It will consider the evolving role theatricals can play in support of streaming, along with a study of the increased divergence between box office success and best picture honorees. It will also explore the many varied definitions of new...and not so new...FAST services. And it will consider these as factors contributing to today's extremely difficult labor environment.

PRESENTER:

**Tom Wolzien**

*Chairman, Wolzien LLC*

6:00 - 7:00 pm (PDT)

#### Dearly Departed: A Review of the Legal and Industry Implications of the Entertainment Job Market

With the widely publicized entertainment layoffs and changing job market, attorneys and executives are faced navigating issues including severance, high level employment agreements and compliance with labor laws. The navigation of these issues within the entertainment industry – from recruitment to termination – also requires a nuanced understanding of industry norms. This panel of experts will help deconstruct the legal and market realities of the dearly departed while also considering how bias can impact the process of hiring, firing and retaining a diverse pool of employees.

MODERATOR

**Azi Amirteymoori**

*Owner/Employment Attorney/Senior HR Consultant, 403 Ops Consulting*

PANELISTS:

**Connie L. Chen**

*Principal, Jackson Lewis P.C.*

**Amanda N. Luftman**

*Managing Partner, Boren, Osher & Luftman, LLP*

**Joanna Sucherman**

*Owner, JLS Media*

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**Wednesday, June 7, 2023**

5:00 - 6:00 pm (PDT)

**Representing Everyone, Everywhere, All at Once: Entertainment Industry Conflicts and How to Navigate Them**

**The John H. Mitchell Panel on Ethics and Entertainment**

Attorneys that practice in entertainment can be a relatively small and insular group, negotiating with the same people and companies deal after deal. Attorneys may represent multiple parties on the same side of a transaction including the writer, director, showrunner; and/or cast members on a particular film or television project. These types of repeated and intertwined representations often raise ethical issues. This panel will focus on providing guidance to attorneys in the entertainment industry on complying with their obligations pursuant to the California Rules of Professional Conduct, including advice when an attorney is faced with representing two or more clients on a deal, when clients' interests are ostensibly aligned but become adverse, and the pitfalls of representing various clients in repeated transactions with the same party. It will offer advice on how to avoid stepping over the line and when it may be time to withdraw. Finally, it will look at what happens and explore what to do if faced with a malpractice suit or disciplinary proceedings in this area.

MODERATOR:

**Scott L. Cummings**

*Professor of Law and Robert Henigson Professor of Legal Ethics, UCLA School of Law*

PANELISTS:

**Amy L. Bomse**

*Shareholder, Rogers Joseph O'Donnell*

**Jeffrey M. Davidson**

*Partner, Covington & Burling LLP*

**Sally C. James**

*Partner, Greenberg Glusker LLP*

6:10 - 7:10 pm (PDT)

**New Frontiers: How Artificial Intelligence Presents New Opportunities (and Risks) for the Entertainment Industry**

Artificial Intelligence and machine learning has had a swift impact on society and more particularly, the entertainment industry. Increasingly powerful and sophisticated generative AI presents new opportunities for creators, talent, and studios but also numerous risks for these stakeholders. From copyright questions to labor rights, from virtual production spaces to posthumous deepfakes, it is a time of excitement and trepidation. This panel will discuss these issues from a variety of perspectives, staying abreast of the most recent technological and legal developments in this fast-moving space.

MODERATOR:

**Nathaniel Bach**

*Partner, Manatt, Phelps & Phillips, LLP*

PANELISTS:

**Travis Cloyd**

*CEO, WorldwideXR, Global Futurist, Thunderbird School of Global Management*

**Ted Schilowitz**

*Futurist-in-Residence, Paramount*

**P.J. Shapiro**

*Founding Partner, Johnson Shapiro Slewett & Kole LLP*

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**Friday, June 9, 2023**

2:00 - 2:05 pm (PDT)

**Welcome**

2:05 - 2:20 pm (PDT)

**Chairpersons Emeriti Recognition: Matthew C. Thompson & Lawrence Ulman**

PRESENTERS:

**Elsa Ramo**

Co-Chair, UCLA Entertainment Symposium Advisory Committee; Managing Partner & Founder, Ramo Law PC

**Craig Wagner**

Co-Chair, UCLA Entertainment Symposium Advisory Committee; Executive Vice President, Business Affairs & General Counsel, Paradigm Talent Agency

**Christa Zofcin Workman**

Co-Chair, UCLA Entertainment Symposium Advisory Committee; Co-President & COO, River Road Entertainment

2:20 - 3:10 pm (PDT)

**The Price of a Name: Navigating the World of Fictionalized True Stories and Celebrity Endorsements**

Film and television are so often based on the stories of actual people and real-life events. A few recent examples include the films TILL and AIR and the limited series DOPESICK, PAM & TOMMY and THE DROPOUT. Studios and production companies frequently go out of their way to acquire an individual's "life rights" or partner with celebrities to tell their stories. What is the price of a celebrity's name, likeness and life rights? Are life rights necessary to tell someone's story? This panel will explore financial and other issues surrounding the production of fictionalized true stories and content inspired by true events. The panel will also examine the world of celebrity endorsements, the inherent risks in talent lending their names to promote products or services, and how to avoid costly mistakes that can damage a celebrity's reputation or brand in the market.

MODERATOR:

**Diana Palacios**

Partner, Davis Wright Tremaine LLP

PANELISTS:

**Lisa Callif**

Founding Partner, Donaldson Callif Perez, LLP

**Ann Brigid Clark**

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**Kevin Vick**

Partner, Jassy Vick Carolan LLP

3:10 - 3:30 pm (PDT)

**Networking Break**

3:30 - 4:20 pm (PDT)

**Whose IP Is It Anyway? Source Material and Underlying Rights in Film and TV**

So many film and television shows today are based on underlying material. Whether a novel, blog, videogame or television format, literary and underlying rights deals are common in nearly every aspect of filmmaking and television production. This panel will examine issues surrounding source material agreements including granting and reserving rights, reversion when things don't go as planned, copyright termination and the management of a deceased author's estate that controls valuable copyright libraries.

MODERATOR:

**Matt Belloni**

Founding Partner, Puck

PANELISTS:

**Michael Grizzi**

Executive Vice President, Motion Picture Legal, Paramount Pictures



**Michael Sherman**

*Partner, Reed Smith*

**Michelle Weiner**

*Co-Head of Books Department, Creative Artists Agency*

4:20 - 4:30 pm (PDT)

**On Popcorn and Purpose: When We Do More Than Entertain**

PRESENTER:

**Douglas Lichtman**

*Professor of Law and Faculty Director, Ziffren Institute for Media, Entertainment, Technology & Sports Law, UCLA School of Law*

4:30 - 4:50 pm (PDT)

**Networking Break**

4:50 – 5:45 pm (PDT)

**Keynote**

**Bela Bajaria**

*Chief Content Officer, Netflix*

**Ken Ziffren**

*Partner & Co-Founder, Ziffren Brittenham LLP*

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MICHAEL ADLER

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Thank you for your 45 years of service on the Entertainment Symposium Advisory Committee.

You were truly one of a kind and will be greatly missed.

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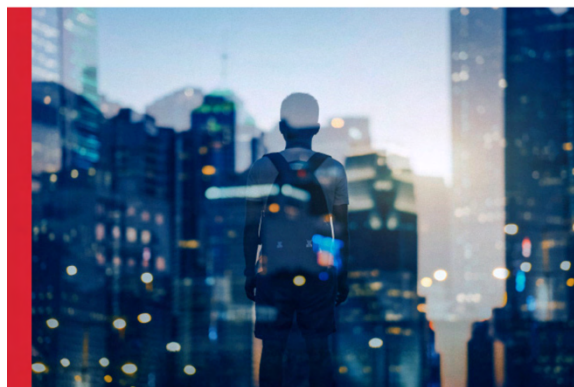
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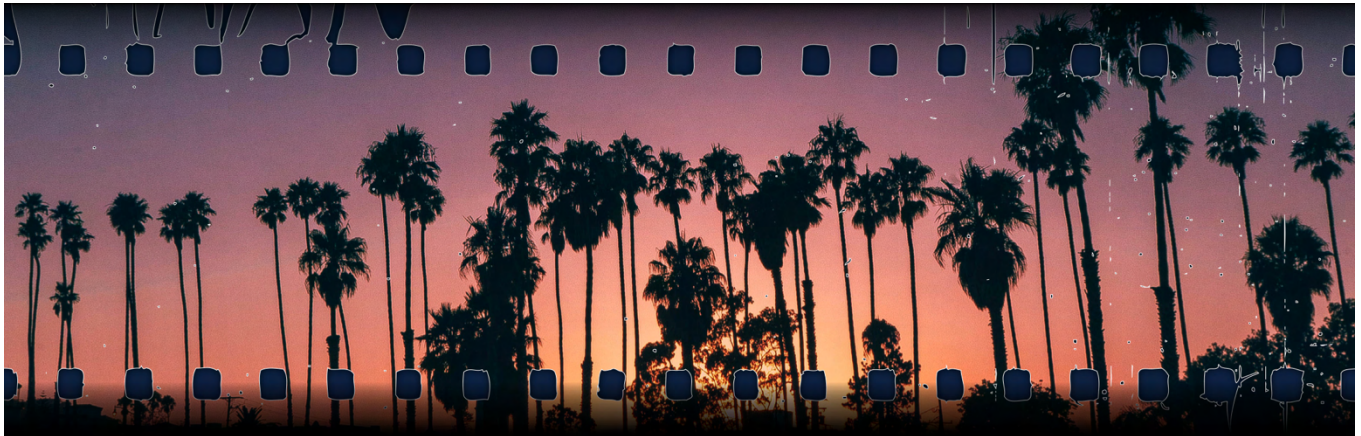
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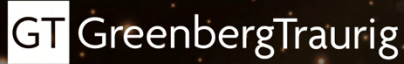
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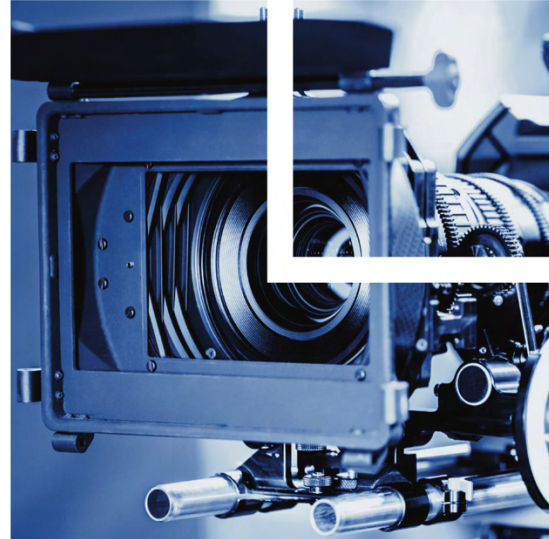
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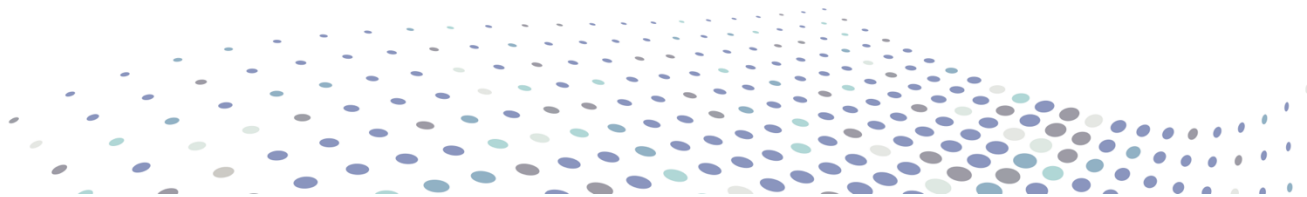




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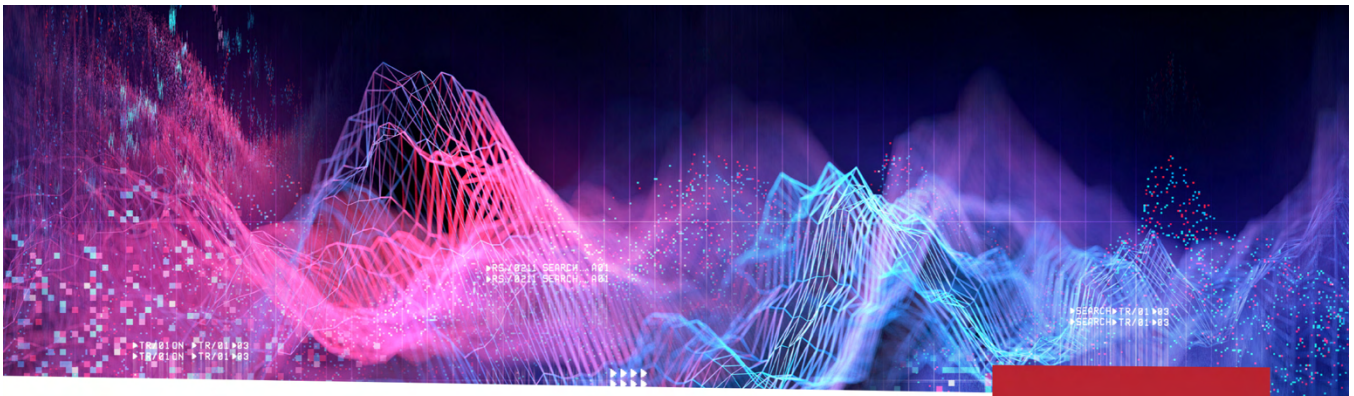
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## The Disrupters, the Disrupted, and the Disrupted Disrupters

May 31 | June 7 | June 9

For a decade or more, one of the dominant narratives in the entertainment industry has been the disruption of the legacy players and their businesses by the arrival of deep-pocketed, norm-breaking tech companies. But in the last few years, even these giants have weathered stock price plunges, endured labor conflict as the sequel to a global pandemic and faced the transformative potential of artificial intelligence. This year's Entertainment Symposium will explore how these disruptions have led to an ongoing transformation in traditional business models, production methods, and labor markets, while also highlighting key areas of law. Over the course of the program, an array of distinguished executives, entrepreneurs, attorneys and academics will examine how the entertainment industry's major players have adapted (or failed to adapt) to this challenging and rapidly changing business environment and consider what upstarts will thrive – and what legacy players will survive – in the industry's next phase.



### KEYNOTE

#### BELA BAJARRIA

*Chief Content Officer, Netflix*

Bela Bajarria was named Chief Content Officer in 2023. Bela was named Head of Global TV in 2020, overseeing English language and local language scripted and unscripted series around the world. Previously, she oversaw local language originals, original series across Europe, the Middle East, Türkiye, Africa, India, Asia, and Latin America. In this role, she managed the teams behind shows such as *La Casa de Papel* (Spain), *The Witcher* (Poland), *Sacred Games* (India), *Squid Game* (Korea), *Blood & Water* (South Africa), and *Sintonia* (Brazil). Bela joined Netflix in 2016 to lead

Netflix's push into unscripted programming including the critically acclaimed *Queer Eye*, *Nailed It!* and *Tidying Up with Marie Kondo*. She was previously President of Universal Television. Bajarria has been honored by THR's Women in Entertainment list, Variety's LA Women's Impact Report, named one of TIME's 100 Most Influential People of 2022, and named one of Fortune's Most Powerful Women in 2020, 2021 and 2022. She currently serves on the LA Board of Governors for the Paley Center, the Board of LA's Saban Community Clinic and the Board of Trustees for Meridian International Center.



## AZI AMIRTEYMOORI

*Owner/Employment Attorney/Senior HR Consultant, 403 Ops Consulting*

Graduating from Western Michigan University, Cooley Law School, with a Juris Doctor, Azi was initiated to the HR field in both the legal and insurance industries handling primarily workers compensation cases. She then started her professional career in the public sector with the Los Angeles County Fire Department (LACoFD), Employee Relations Division as a Departmental Civil Service Representative. There she appeared before the Los Angeles County Civil Service Commission Board and represented the Department in all employment matters.

Azi expanded her career in the employee and labor relations field by joining the health care industry, where she was an employee relations manager at UCLA Health and later for the City of Hope (COH), advising and consulting her clients on various employment law matters which included investigations, EEO claims and providing training & development to leadership, all while consulting on business and organizational development.

Experienced in both union and non-union environments, Azi's legal background awarded her the opportunity to successfully negotiate numerous labor-management agreements, and represented her clients in a number of EEO matters.

Owner of 403 Ops Consulting, Azi can help any company, of any size remain in compliance with employment law, and provide the legal & HR expertise needed to keep her clients safe.

Azi is an active member of the California Bar Association and is bilingual in English and Farsi.

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## NATHANIEL BACH

*Partner, Manatt, Phelps & Phillips, LLP*

A Los Angeles-based Manatt partner, Nathaniel Bach represents prominent clients in the media, entertainment and technology industries, including film and television studios and networks, artists, brands, retailers, music publishers, producers, entrepreneurs and journalists.

Nat's broad practice spans copyright, trademark, right of publicity, First Amendment, contract, fashion, brand-protection, telecommunications, class action, intellectual property, and cutting-edge artificial intelligence, metaverse, digital assets, cryptocurrency and blockchain matters. In addition to his trial work, he maintains an active counseling practice, working with clients in pre-litigation and other risk-management matters. He has also represented clients in the financial industry in global regulatory and governmental investigations, and has played key roles in various other high-profile transactions and disputes.

Nat maintains an active pro bono practice. He successfully represented Dreamers to obtain a first-in-the-nation injunction blocking the Trump administration's unlawful revocation of the DACA program. Nat also represented one of the first Dreamers unlawfully targeted by the Trump administration, obtaining (after arguing) an unprecedented preliminary injunction that barred ICE and USCIS from falsely calling his client a gang member. He has partnered with diverse legal services organizations including the ACLU of Southern California, Public Counsel, Bet Tzedek, Lawyers Without Borders and the Equal Justice Initiative.

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## MATT BELLONI

*Founding Partner, Puck*

Matthew Belloni is an experienced content executive and entrepreneur who has successfully managed large teams of creators, serving as the top editor of a leading entertainment publication and appearing frequently as an analyst on television, as well as practicing law as an attorney in the entertainment industry.

Belloni is currently Founding Partner of Puck, a next-generation digital media company covering the power centers of Hollywood, Silicon Valley, Washington and New York. He joined Puck in May 2021 and writes a twice-weekly newsletter called What I'm Hearing about the entertainment industry.

As editorial director of *The Hollywood Reporter* from 2016 to 2020, Belloni was responsible for editorial content and initiatives at the iconic entertainment media outlet. Belloni oversaw all of *THR's* editorial properties, including its weekly print magazine; THR.com and its digital verticals; on- and off-platform video content, podcasts and live events.



Over the course of 14 years with *THR*, Belloni served in a number of senior editorial positions, managing a staff of 100 journalists and playing a significant role in the outlet's heralded transformation from a trade newspaper into the entertainment industry's flagship media brand. During this time, *THR* took home many of publishing's most prestigious honors, including a National Magazine Award for General Excellence by the American Society of Magazine Editors and more than 100 National Arts and Entertainment Journalism awards.

Belloni spearheaded *THR*'s move into audio and video with its roundtable series, *Close Up With The Hollywood Reporter*, which was nominated for a Daytime Emmy Award, and *Angelyne*, a scripted adaptation of a *THR* article. Belloni also appears regularly as an analyst on NBC Nightly News, CBS This Morning, CNN, CNBC, NPR's *The Business* and *The Bill Simmons Podcast*.

Before joining *THR*, Belloni was an attorney at an entertainment law firm in Los Angeles, representing actors, filmmakers and media companies in disputes and litigation. He is an expert on the inner workings of the entertainment industry, and taught a course on Entertainment Journalism at the USC Annenberg School.

Belloni graduated from the University of California, Berkeley with a bachelor's degree in political science and obtained a law degree from the University of Southern California School of Law, where he was a member of the *USC Law Review*.

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### AMY L. BOMSE

Shareholder, Rogers Joseph O'Donnell PC

Ms. Bomse is co-chair of the Attorney Liability and Conduct Practice Group, and a member of the Complex Commercial Litigation Practice Group. She is also adjunct faculty at the Berkeley School of Law where she teaches legal ethics and the law of lawyering. Her practice focuses on the law of lawyering. She represents lawyer, law firms and clients in a wide variety of disputes involving professional negligence, fiduciary duties, breach of contract. She also counsels and advises lawyer and law firms concerning risk management and legal ethics.

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### LISA CALLIF

Partner, Donaldson Callif Perez, LLP

As a Founding Partner of Donaldson Callif Perez, Lisa Callif is the go-to attorney for all things clearance. Lisa specializes in representing independent producers and production companies in all aspects of content creation, including equity financing, production and distribution with extensive experience in fair use, copyright and personal rights issues. Lisa is the recipient of numerous prestigious awards – among her many accolades are recognition as a *Hollywood Reporter* Power Lawyer and a *Daily Journal* Top Entertainment Lawyer, as well as her recognition by *Variety* on the Women's Impact

Report and the Best and the Brightest list. Lisa cuts through red tape for her clients and works tirelessly to preserve artists' voices so that they can shine a light on stories that otherwise might not be told.

Along with Partner Michael Donaldson, Lisa has co-written three books: *The American Bar Association's Legal Guide to Independent Filmmaking, Clearance and Copyright*, 4th Edition, and *Clearance and Copyright*, 5th Edition. She regularly publishes articles about emerging issues in entertainment and copyright law, and is often quoted in publications such as the *Wall Street Journal*, *Variety*, *Intellectual Property Magazine* and more. Lisa and Michael were featured on the cover of *LA Lawyer Magazine*, for which they co-authored an article about fair use and its application in documentary films.

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### CONNIE L. CHEN

Principal, Jackson Lewis P.C.

Connie L. Chen is a principal in the Los Angeles, California, office of Jackson Lewis P.C. Connie's practice focuses on representing employers in all types of employment-related litigation in state and federal courts and in arbitration.

Connie has broad experience litigating single plaintiff and class/representative action cases involving wage and hour, discrimination, harassment, retaliation, wrongful termination, and related claims.

She assists employers in a variety of industries, including restaurant, hospitality, retail, logistics, manufacturing, construction, and entertainment.

In addition, Connie defends employers against wage and hour claims before the Division of Labor Standards Enforcement (DLSE), and charges of discrimination before the Workers' Compensation Appeals Board (WCAB), the Department of Fair Employment and Housing (DFEH), and the Equal Employment Opportunity Commission (EEOC). She also routinely provides preventative counseling to employers on policies and practices governing day-to-day workplace issues, including wage and hour compliance, employee handbooks, requests for leave, disability accommodation, employee discipline, layoffs, and terminations.

Connie is admitted in California and New York state and federal courts. While attending law school, she served as production editor of the Cardozo Arts and Entertainment Law Journal.

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## ANN BRIGID CLARK

*Shareholder, Greenberg Traurig*

Ann Brigid Clark focuses her practice on transactional entertainment, media and intellectual property matters, including the representation of independent motion picture and scripted and unscripted television production companies, digital media companies, financiers, independent producers, showrunners, writers, directors, artists, musicians and on-screen talent in connection with all aspects of development, production, distribution, promotion and exploitation of motion picture, television, new media, print and music projects.

Ann brings a unique and comprehensive perspective to her practice, having begun her career as an entertainment litigator, and, later, as production counsel for motion picture studios. She often acts in the capacity of an outside business affairs advisor for her clients, structuring and negotiating motion picture finance agreements, the acquisition of rights, first look agreements, merchandising, music licensing, and book publishing agreements.

Ann counsels clients on union and guild matters, licensing, intellectual property rights, and clearance issues. She also counsels sports and entertainment clients with respect to Internet, new media and other promotional, marketing and branding activities. In addition, she has deep experience as production counsel for numerous independent motion pictures with budgets ranging from \$2 million to \$200 million, and for scripted and unscripted television projects including game shows, competition-based shows and dramatic series, having drafted and negotiated hundreds of agreements with above and below-the-line talent, financiers, bond companies, unions and guilds.

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## TRAVIS CLOYD

*CEO, WorldwideXR, Global Futurist, Thunderbird School of Global Management*

Travis Cloyd is a seasoned leader and CEO of WorldwideXR (WXR), a cutting-edge technology company based in Beverly Hills. He is also the VP and CTO of CMG (Celebrity Management Group) which for the last 42 years has represented hundreds of historical iconic estates such as UCLA legends Jackie Robinson and James Dean.

He has a proven track record of innovation, entrepreneurship, and strategic management, with a focus on creating and financing immersive state-of-the-art technology companies. As an award-winning producer, XR visionary, and Metaverse educator, he has operated a portfolio of trendsetting businesses, positioning himself as a leading expert in the field. Recently recognized by Forbes as a top 'Next Entrepreneur,' he has also served as the Arts, Music, and Entertainment Ambassador to the GBBC (Global Blockchain Business Council). Plus, a member of the PGA (Producers Guild of America) and the new media council, serving on the education and international committees.

Cloyd is also the Global Futurist at Thunderbird School of Global Business Management, the #1 Masters in Management program in the world, and Senior Advisor to the Dean and Professor of Practice on Global Creative Industries. He was recently awarded the FIU Medallion, the highest honor at Florida International University, for his outstanding contributions to the institution.

Cloyd has produced next-level digital content for government agencies, professional sports leagues, major international studios, iconic brands, legendary actors, global musicians, top athletes, and historical figures throughout his career. He has produced feature films, virtual reality experiences, augmented reality content, and NFT collection drops, and continues to break new ground within the entertainment industry, creating and protecting virtual human IP content based on historical figures for all facets of the diverse XR, Metaverse, and AI ecosystem.

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## SCOTT L. CUMMINGS

*Professor of Law and Robert Henigson Professor of Legal Ethics, UCLA School of Law*

Scott L. Cummings is Robert Henigson Professor of Legal Ethics at the UCLA School of Law, where he teaches and writes about the legal profession, legal ethics, access to justice, and local government law. A recipient of the UCLA Distinguished Teaching Award, Professor Cummings is the founding faculty director of the UCLA Program on Legal Ethics and the Profession, which promotes empirical research and innovative programming on the challenges facing lawyers in the twenty-first century, and a long-time member of the UCLA David J. Epstein Program in Public Interest Law and Policy. In

2021, Professor Cummings was selected as the Fulbright Distinguished Chair at the European University Institute and a fellow at the Stanford Center for the Advanced Study in the Behavioral Sciences to study the role of lawyers in strengthening the rule of law. He was awarded a 2023 Guggenheim Fellowship to study the role of lawyers in democratic backsliding.

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## JEFFREY M. DAVIDSON

*Partner, Covington & Burling*

Jeffrey Davidson is a trial and appellate lawyer focusing on high-stakes commercial matters. Clients have called on him to deliver results in some of their most important disputes. Jeff also serves as a general counsel to Covington and advises on professional responsibility issues

In a recent trade secret arbitration with \$1.8 billion at stake, he obtained a complete defense win on behalf of a major pharmaceutical company. In a recent insurance coverage matter on behalf of a leading corporation, he obtained a \$25 million recovery after a contested arbitration hearing. In a third recent matter, he obtained summary adjudication against four insurance companies in a \$100-million coverage dispute. Jeff also litigated one of the foundational cases on the foreign application of U.S. antitrust law, obtaining a ruling eliminating a \$3.5 billion claim shortly before trial.

Jeff also led a cross-office Covington team representing the University of California in its landmark challenge to the government's rescission of the Deferred Action for Childhood Arrivals (DACA) program, obtained a nationwide injunction reinstating DACA, and successfully defended the injunction on appeal. In *Regents of the University of California v. Department of Homeland Security*, the Supreme Court agreed that the rescission was improper and set it aside.

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## MICHAEL GRIZZI

*Executive Vice President, Motion Picture Legal, Paramount Pictures*

Michael Grizzi is Executive Vice President, Motion Picture Legal, Paramount Pictures, where he leads the team of attorneys in the negotiation and documentation of high-level talent employment, rights acquisition, term deal and related agreements for Paramount's live action and animated features, a role he has held since 2015. Michael received a Bachelor of Science in Speech from Northwestern University, and is an alum of the UCLA School of Law, where he was an editor of the *UCLA Law Review* and graduated Order of the Coif. Following law school, he practiced with Irell and Manella in

Los Angeles, where he handled corporate legal matters for a number of public companies. He also served as Vice President of Business and Legal Affairs for New Line Cinema.

Prior to his law career, Michael worked in television production, including on the series "Cheers". He is a lecturer in law at the USC Gould School of Law, where he has taught various Entertainment Law classes since 2008. His professional highlight as an attorney working in features would have to be a toss-up between handling the legal work for the film "Snakes On A Plane" and for the "Jackass" film franchise.





## SALLY C. JAMES

Partner, Greenberg Glusker

Sally James, a partner in Greenberg Glusker's Entertainment and Corporate Departments, handles high-level corporate financing transactions alongside deals for A-list talent.

She represents actors, writers, and producers, as well as production companies, talent managers, business managers, and investors. She handles film finance and M&A transactions for established brands and also negotiates deals for entertainment start-ups.

Among her other deals, Sally has represented Chris Hemsworth (HighPost Capital's acquisition of Centr); The Russo Brothers ("The Electric State"); Scriber (launch and talent deals); Ubisoft Entertainment (Netflix's "Assassin's Creed" and "Beyond Good and Evil"); Alice Braga ("Hypnotic," "Dark Matter"); Adewale Akinnuoye-Agbaje ("His Dark Materials," "Our Man From Jersey"); and Silent House Productions ("Carol Burnett: 90 Years of Laughter + Love").

Sally has been recognized in *Variety's* annual "Dealmakers Impact Report" and "Legal Impact Report," National Law Journal's "Sports and Entertainment Trailblazers list," *Los Angeles Business Journal's* "Women of Influence: Attorneys" list, The Best Lawyers in America in the practice area of Entertainment Law – Motion Pictures and Television, and Southern California Super Lawyers Rising Stars.

She received her J.D. from University of California, Los Angeles School of Law, Order of the Coif, and her B.A., *summa cum laude*, from the University of Richmond with a major in Theatre Arts.

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## RUSSELL KOROBKIN

Interim Dean and Richard C. Maxwell Distinguished Professor of Law, UCLA School of Law

Russell Korobkin is the Interim Dean and Richard C. Maxwell Distinguished Professor of Law at the UCLA School of Law. He has been a member of the UCLA Law faculty since 2001, and he served as Vice Dean for Academic and Institutional Affairs from 2015-2019 and Vice Dean for Graduate and Professional Education from 2019-2022. He is the author *The Five Tool Negotiator: The Complete Guide to Bargaining Success* (Liveright, 2021), *Stem Cell Century: Law and Policy for a Breakthrough Technology* (Yale, 2008), two textbooks -- *Negotiation Theory and Strategy* (Aspen, 3d ed., 2014)

and *K: A Common Law Approach to Contracts* (Aspen 3d. ed., 2022) -- and more than 50 journal articles on behavioral law and economics, negotiation, contracts, and health care law. A former San Francisco management consultant and Washington D.C. lawyer, Professor Korobkin earned his undergraduate and law degrees from Stanford University. In addition to UCLA, he has taught full time at the University of Illinois, University of Texas, and Harvard University Law Schools, and he has taught intensive negotiation courses to undergraduates, MBA students and law students at 10 universities on four continents.

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## DOUGLAS LICHTMAN

Professor of Law and Faculty Director of Ziffren Institute for Media, Entertainment, Technology & Sports Law, UCLA School of Law

Doug Lichtman focuses his teaching and research on topics relating to law and technology. His areas of specialty include patent and copyright law, telecommunications regulation, and information strategy and economics.

Professor Lichtman joined the faculty at UCLA School of Law in 2007 after a tenured teaching career at the University of Chicago. His work has been featured in numerous journals including the *Journal of Law & Economics*, the *Journal of Legal Studies*, the *Yale Law Journal*, and the *Harvard Business Review*. He co-authored *Telecommunications Law and Policy*, a textbook that investigates the federal regulatory regime applicable to broadcast television, cable television, radio, telephony, and the Internet. He also regularly writes in the popular press, with recent pieces appearing in the Los Angeles Times and the policy magazine Regulation.



## AMANDA N. LUFTMAN

*Partner, Boren, Osher & Luftman, LLP*

Amanda N. Luftman represents both employers and employees on a wide range of labor and employment issues. Because Amanda is familiar with and continuously argues opposing perspectives of the same issues, she brings unique value to her clients, whether they are prosecuting or defending employment-related claims.

Amanda's philosophy is "knowledge is power". She routinely educates and counsels employers regarding best practices to comply with California's ever-changing landscape of labor and employment law. She is passionate about providing the most practical business solutions for her clients to achieve compliance with current laws – because Amanda believes in, and actually likes, compliance. Amanda, together with the BOL Employment Team, also drafts and negotiates employment agreements, company policies, and employee handbooks for employers.

When companies fail to "get it right", Amanda represents former employees in their efforts to achieve more favorable separation terms and current employees to assist in the resolution of their differences with their employers. Amanda strives to achieve a speedy and amicable resolution for her clients but will not hesitate to file a lawsuit when necessary. Amanda also assists employees in their negotiations for new employment; reviews and revises employment agreements; and negotiates best employment terms.

Following the first few years of her legal career with Robins, Kaplan, Miller & Ciresi, LLP in Los Angeles, Amanda accepted a position as a Senior Human Resources Consultant with The Walt Disney Company. She thoroughly enjoyed serving in a Human Resources role, as it gave her a very different perspective than her usual viewpoint as the attorney. Ultimately, she returned to her first love, the practice of law. At BOL, Amanda practices what she preaches, as the Managing Partner of the firm.

Ms. Luftman is a committed foodie who loves to stay abreast of the latest additions to the Los Angeles restaurant scene: good food and good live theater makes for a perfect outing. She also enjoys traveling and spending time with family, friends, and yes, her clients, too.

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## DIANA PALACIOS

*Partner, Davis Wright Tremaine LLP*

Diana Palacios focuses her practice on media, First Amendment, and intellectual property litigation and counseling. In her practice, she works on a range of matters, including defamation, records and courtroom access, privacy, right-of-publicity, false advertising, copyright, and trademark issues. She also provides pre-publication and pre-broadcast counseling in both English and Spanish for studios, television networks, production companies, and newspapers.

In her litigation practice, Diana defends intellectual property and content-tort claims in state and federal courts, and has experience resolving cases through mediation and arbitration.

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## TED SCHILOWITZ

*Futurist-in-Residence, Paramount*

Ted works across leadership and tech teams at Paramount Global, including CBS, CBS Sports, Paramount Pictures, Paramount Plus, MTV, Nickelodeon, BET, PlutoTV and Comedy Central, exploring emerging tech for new forms of entertainment.

Prior to joining Paramount, Ted was the Futurist at 20th Century Fox, where he worked on the evolving art, science and technology of advanced interactive visual storytelling.

Ted was part of the founding product development team at Red Digital Cinema as the company's first employee. Red cameras have won both scientific/technical Oscar and Emmy. Many of the world's biggest movies and TV shows are shot with these ultra high resolution digital movie cameras.

Ted is co-founder of the G-Tech product line of advanced hard drive storage products, the leading brand in that industry. They are implemented worldwide at the highest levels on cinema, television, sports and news production.

Ted has been featured in publications such as *Wired*, *Fast Company*, *The New York Times*, *Variety*, *Hollywood Reporter* and *The Wall Street Journal*. In 2019, Ted was honored at the Variety Hall of Fame event with the Variety Innovation Award.

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## P.J. SHAPIRO

*Partner, Johnson Shapiro Slewett & Kole LLP*

P.J. Shapiro is a Founding Partner of Johnson Shapiro Slewett & Kole LLP. He has an extensive film and television practice, representing some of today's most successful on-camera talent as well as many acclaimed film and television producers, directors, writers and content creators. He also represents some of the most celebrated artists in the world of music through a myriad of ventures and business transactions.

P.J. has structured and negotiated groundbreaking transactions in the media and entertainment industries – resulting in both lucrative financial benefits and unprecedented creative control for his clients. He has worked with clients to identify and exploit important and novel ancillary revenue sources, generating lucrative publishing, endorsement, licensing and merchandising deals. P.J. has also helped his clients establish significant commercial ventures across the beauty, apparel, fragrance, automotive, technology and wellness industries. P.J. supports his clients' civic and philanthropic passions by assisting in the creation and execution of foundations devoted to causes including domestic violence education and prevention, mental health advocacy and cancer awareness and treatment.

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## MICHAEL S. SHERMAN

*Partner, Reed Smith LLP*

Michael is a partner in Reed Smith's Entertainment and Media Industry Group and leads the firm's motion picture, television and publishing industry group. His practice emphasizes high level transactions focused on these segments of the entertainment and media industries including representation of a diverse group of individual and institutional clients across the motion picture, television, publishing, digital, music, theatre, sports and other related industries.

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## JOANNA SUCHERMAN

*Owner, JLS Media*

As a highly visible and seasoned media executive with diverse experience, Joanna Sucherman has simultaneously excelled in both the creative and business ends of the entertainment world. She has spent her career analyzing consumer and industry trends and is respected by clients as both a strategic and innovative thinker.

Sucherman is the Owner of JLS Media, a full-service media consulting agency, where she specializes in high-end executive placement and executive coaching. Through the explosive growth of JLS Media, Joanna has placed senior executives in multiple sectors, specifically focusing on entertainment. Her clients have included global media companies, including Disney, FOX, A&E, Lionsgate, Starz, Blumhouse, NBC, Fremantle, BBC Studios, MarVista Entertainment, 72andSunny, ITV Studios, HRTS, and River Road Entertainment.

Prior to launching her own company, Joanna was an SVP at Sucherman Group, a leading adviser for media organizations. While there, Joanna worked closely with companies on organizational design and development of programming functions within broadcast and cable news organizations.

Prior to joining SG, Joanna spent over a decade in the television broadcast and cable industry, producing a variety of cable television shows. Most notably, Joanna served as Executive Producer on several series at E! Entertainment.

Joanna launched JLS Media in 2015 with the goal of creating a synergistic company that offers both executive placement and executive coaching. She feels that coaching allows her to work closely with her clients, utilizing experience from her previous roles, thus helping clients to shape their careers and focus on long term goals.

Sucherman and her husband Scott Saltzburg live in Los Angeles.





## KEVIN VICK

*Partner, Jassy Vick Carolan LLP*

Kevin Vick is a litigator with more than two decades' experience representing clients in the entertainment, media, technology, sports fashion and other industries. His trial and arbitration experience includes successfully defending motion picture companies and talent agencies in jury and bench trials. Kevin also has represented Broadway producers and sports agencies in arbitration on both the plaintiff's and defense sides. His appellate experience includes successful representations of major internet, media and entertainment clients, as well as individuals. He

litigates defamation, copyright, trademark, Section 230, publicity rights, idea submission, invasion of privacy, and anti-SLAPP matters, as well as business disputes involving breach of contract, trade secrets and partnerships. Kevin graduated with honors from Stanford University and Harvard Law School, and clerked for the Honorable Florence-Marie Cooper of the United States District Court for the Central District of California. He has been named a Super Lawyer in Intellectual Property Litigation by *Super Lawyers* magazine since 2015. Kevin speaks Spanish, having lived and worked in Barcelona, Spain for three years between college and law school, and has represented Spanish-language media clients in litigation.

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## MICHELLE WEINER

*Co-Head of Books Department, Creative Artists Agency*

Michelle Weiner is Co-Head of the Books Department at leading entertainment and sports agency Creative Artists Agency (CAA). Weiner is based in the Los Angeles office and represents many of the world's leading authors, writers, journalists, bloggers, and podcast creators, including Jenny Han (TO ALL THE BOYS I'VE LOVED), Hillary Jordan (MUDBOUND), Nathan Hill (THE NIX), Garrard Conley (BOY ERASED), Stephanie Danler (SWEETBITTER), Matthew Desmond (EVICTED), Jeffrey Eugenides (MIDDLESEX, VIRGIN SUICIDES, THE MARRIAGE PLOT), Ken Armstrong and T. Christian Miller

(ProPublica's AN UNBELIEVEABLE STORY OF RAPE), Maggie Shipstead (SEATING ARRANGEMENTS, ASTONISH ME, GREAT CIRCLE), Jennifer Weiner, Nana Kwame Adjei-Brenyah (FRIDAY BLACK), Flynn Berry (NORTHERN SPY), Ann Napolitano (DEAR EDWARD), and Kathleen Barber (TRUTH BE TOLD), among others.

Weiner began her career as an attorney at Hamrick and Evans. She joined CAA in 2006.

Weiner graduated from Colgate University with a Bachelor of Arts in English and Political Science, and the USC Gould School of Law with a J.D.

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## TOM WOLZIEN

*Chairman, Wolzien LLC*

Tom Wolzien is an inventor, analyst, and media executive. He created Wolzien LLC In 2005, after 14 years as a high profile sell-side analyst covering large publicly traded media and cable companies for the Wall Street research firm of Sanford C. Bernstein & Co, more than 15 years at NBC, and early years at local television stations and running an Army combat photography operation in Vietnam.

Since 2005 Wolzien has served as a consultant to senior managers at the largest media and technical organizations, including Warner Bros./Discovery (separately and together), Microsoft, CBS, Sony, and The Directors Guild of America (DGA). At the DGA Wolzien provided industrial research for the Guild's "Forecast Project", setting research groundwork used in four negotiating cycles.

Wolzien holds more than two dozen patents in 16 countries, initially for methods linking mass media and the web ("go" or click to buy button on many cable remotes), and more recently covering management systems to put large numbers of IP video (smartphone) callers on television, and for caller management use in other industries. The global patent portfolio is managed by wholly owned Video River Group LLC.

During 14 years at Bernstein, Wolzien was internationally recognized for ground breaking research on the impact of industrial trends on media and communications companies. In 1995 he was the first on Wall Street to identify the potential of the cable modem and, later, cable telephony. In 2004 he was first to identify the potential what he then called the "internet bypass" or streaming delivery of entertainment video to consumers via broadband connection--the basis of all streaming video content today.

From 1976 to 1991 Wolzien was at NBC in news production and executive management. His positions ranged from White House field producer to an executive producer of scheduled and prime time programs. Beyond presidential campaigns, he led coverage of the nuclear incident at Three Mile Island and historic Began-Sadat Mideast visits. He helped start CNBC as Senior Vice President of Cable and Business Development.

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## KEN ZIFFREN

*Partner & Co-Founder, Ziffren Brittenham LLP*

Ken Ziffren is Co-Founder and Partner of Ziffren Brittenham LLP (1979-present), and was a partner at the predecessor law firm of Ziffren & Ziffren from 1966 to 1978.

As part of an extensive transactional practice in the entertainment and media industries, Ziffren served as a neutral mediator in resolving the Writer's Guild strike in 1988, acted on behalf of Starz in establishing a premium pay television service in 1994, and served as special outside counsel to the NFL in negotiating contracts with the networks. He also provided counsel to Microsoft in forming MSNBC in 1996, and negotiated for DirecTV with studios on domestic and international pay-per-view agreements. In 2003, 2011 and 2018, Ziffren represented the TV Academy in negotiating the deals for the Emmys to be telecast over the four Networks, and in 2016 he represented the Motion Picture Academy (AMPAS) in implementing a long term extension deal with ABC.

Ziffren is a lecturer and writer on media and entertainment law. He is an Adjunct Professor at UCLA School of Law, teaching seminar courses in Network Television (1998-2004), Motion Picture Distribution (1998-present), and Special Television Issues SVOD/AVOD (2018-present). He also gives an annual presentation to Beverly Hills Bar Association, speaking every year since 2008.

Since 2014, Ziffren has been the "Film Czar" (Senior Advisor to the L.A. Mayor's Office of Motion Picture and TV Production) for the Mayor of Los Angeles, previously serving in this role with Mayor Eric Garcetti and currently serving in this role with Mayor Karen Bass. He is the Founder of the Ziffren Institute for Media, Entertainment, Technology & Sports Law at UCLA School of Law (established in 2016), and is a member of UCLA School of Law's Advisory Board, of which he formerly served as Chairman. He is also a member of the UCLA Campaign Cabinet.

Ziffren obtained his B.A. from Northwestern University, and J.D. from UCLA School of Law (Order of the Coif), where he was editor in chief of the *UCLA Law Review*. After graduation, he clerked for U.S. Supreme Court Chief Justice Earl Warren.

47th ANNUAL  
ENTERTAINMENT SYMPOSIUM  
2023 HYBRID SERIES

# THE DISRUPTERS, THE DISRUPTED, AND THE DISRUPTED DISRUPTERS

UCLA School of Law  
Ziffren Institute for Media, Entertainment,  
Technology & Sports Law

**WEDNESDAY, JUNE 7, 2023**  
**5:00 - 6:00pm PDT**

## **Representing Everyone, Everywhere, All at Once: Entertainment Industry Conflicts and How to Navigate Them**

*The John H. Mitchell Panel on Ethics and Entertainment*

Moderator:

**Scott L. Cummings**

*Professor of Law and Robert Henigson Professor of Legal Ethics, UCLA School of Law*

Panelists:

**Amy L. Bomse**

*Shareholder, Rogers Joseph O'Donnell PC*

**Jeffrey M. Davidson**

*Partner, Covington & Burling LLP*

**Sally C. James**

*Partner, Greenberg Glusker LLP*



## TABLE OF CONTENTS

### REPRESENTING EVERYONE, EVERYWHERE, ALL AT ONCE: ENTERTAINMENT INDUSTRY CONFLICTS AND HOW TO NAVIGATE THEM

#### THE JOHN H. MITCHELL PANEL ON ETHICS AND ENTERTAINMENT

- A. Outline of Topics/Issues
- B. *Sheppard, Mullin, Richter & Hampton, LLP v. J-M Mfg. Co.*, 198 Cal.Rptr.3d 253 (Ct. App. 2016)
- C. *Sheppard, Mullin, Richter & Hampton, LLP v. J-M Mfg. Co.*, 2016 WL 11594701 (Cal.)
- D. *Visa U.S.A., Inc. v. First Data Corp.*, 241 F.Supp.2d 1100 (N.D. Cal. 2003)
- E. *Zador Corp. v. Kwan*, 31 Cal.App.4th 1285 (1995)
- F. California Rules of Professional Conduct 1.0.1 Terminology
- G. California Rules of Professional Conduct Rule 1.6 Confidential Information of a Client
- H. California Rules of Professional Conduct Rule 1.7 Conflict of Interest: Current Clients
- I. Sample Conflict Consent Letter for Same Firm Representing Clients on Both Sides
- J. Sample Conflict Consent Letter for Two Clients with Conflicting Interests and Firm Requesting Consent to Represent Only One Client in Transaction
- K. MCLE

# **REPRESENTING EVERYONE, EVERYWHERE, ALL AT ONCE: ENTERTAINMENT INDUSTRY CONFLICTS AND HOW TO NAVIGATE THEM**

## **THE JOHN H. MITCHELL PANEL ON ETHICS AND ENTERTAINMENT**

### OUTLINE OF TOPICS/ISSUES

ATTORNEYS THAT PRACTICE IN THE AREA OF ENTERTAINMENT IS A RELATIVELY SMALL GROUP OF LAWYERS AND CAN BE VERY INSULAR. WE ARE OFTEN NEGOTIATING WITH THE SAME PEOPLE AND COMPANIES ACROSS THE TABLE DEAL AFTER DEAL. IN THE PRIVATE PRACTICE SETTING, ATTORNEYS MAY BE REPRESENTING MULTIPLE PARTIES ON THE SAME SIDE OF A TRANSACTION INCLUDING THE WRITER, DIRECTOR, SHOWRUNNER AND PERHAPS EVEN CAST MEMBERS ON A PARTICULAR FILM OR TELEVISION PROJECT. CLIENTS OFTEN SEEK OUT ATTORNEYS THAT HAVE EXPERIENCE NEGOTIATING DEALS WITH THE SAME ADVERSE PARTY AND WANT TO BE REPRESENTED BY SOMEONE THAT KNOWS WHAT THE OTHER SIDE IS WILLING TO GIVE, AND HAS GIVEN, IN PRIOR NEGOTIATIONS. THESE TYPES OF REPEATED AND INTERTWINED REPRESENTATIONS OFTEN RAISE ETHICAL ISSUES THAT ARE MORE COMMON IN THE ENTERTAINMENT AND MEDIA BUSINESS. THIS PANEL WILL FOCUS ON PROVIDING GUIDANCE TO ATTORNEYS IN OUR INDUSTRY FOR COMPLYING WITH THEIR OBLIGATIONS PURSUANT TO THE CALIFORNIA RULES OF PROFESSIONAL CONDUCT, INCLUDING ADVICE WHEN AN ATTORNEY IS FACED WITH REPRESENTING TWO OR MORE CLIENTS ON A DEAL, WHEN CLIENTS' INTERESTS ARE OSTENSIBLY ALIGNED BUT BECOME ADVERSE, AND THE PITFALLS OF REPRESENTING VARIOUS CLIENTS IN REPEATED TRANSACTIONS WITH THE SAME ADVERSE PARTY. OUR DISCUSSION WILL OFFER ADVICE TO AVOID STEPPING OVER THE LINE AND WHEN IT MAY BE TIME TO WITHDRAW. FINALLY, WE WILL LOOK AT WHAT HAPPENS AND WHAT TO DO IF ATTORNEYS ARE FACED WITH A MALPRACTICE SUIT OR DISCIPLINARY PROCEEDINGS IN THIS AREA.

## CONTINUING EDUCATION CREDITS

**MCLE.** UCLA SCHOOL OF LAW IS A STATE BAR OF CALIFORNIA APPROVED MCLE PROVIDER. BY ATTENDING THE 47TH ANNUAL UCLA ENTERTAINMENT SYMPOSIUM HYBRID SERIES ON JUNE 7, 2023, YOU MAY EARN MINIMUM CONTINUING LEGAL EDUCATION CREDIT IN THE AMOUNT OF UP TO **1 HOUR OF LEGAL ETHICS** CREDIT FOR REPRESENTING EVERYONE, EVERYWHERE, ALL AT ONCE: ENTERTAINMENT INDUSTRY CONFLICTS AND HOW TO NAVIGATE THEM AND **1 HOUR OF GENERAL** CREDIT FOR NEW FRONTIERS: HOW ARTIFICIAL INTELLIGENCE PRESENTS NEW OPPORTUNITIES (AND RISKS) FOR THE ENTERTAINMENT INDUSTRY.

IN ORDER TO RECEIVE CREDIT, **YOU MUST VERIFY YOUR PARTICIPATION.** DURING EACH OF THE TWO PRESENTATIONS OF EACH WEEKLY WEBINAR, **A UNIQUE CODE WORD WILL BE ANNOUNCED.** EACH ATTENDEE WILL NEED TO INPUT THE UNIQUE CODES IN THE GOOGLE FORM PROVIDED UNDER THE “RESOURCES” HEADER IN THE BOTTOM LEFT OF THE WEEKLY WEBINAR WINDOW AND SENT TO EACH ATTENDEE AT THE CONCLUSION OF THE WEEKLY WEBINARS. CERTIFICATES AND EVALUATION FORMS WILL BE EMAILED SEPARATELY UPON SUCCESSFUL VERIFICATION OF YOUR ATTENDANCE. IF YOU HAVE ANY QUESTIONS AND/OR ISSUES, PLEASE EMAIL [MCLE@LAW.UCLA.EDU](mailto:MCLE@LAW.UCLA.EDU).

UCLA SCHOOL OF LAW CERTIFIES THAT THIS ACTIVITY CONFORMS TO THE STANDARDS FOR APPROVED EDUCATION ACTIVITIES PRESCRIBED BY THE RULES AND REGULATIONS OF THE STATE BAR OF CALIFORNIA GOVERNING MINIMUM CONTINUING LEGAL EDUCATION.

47th ANNUAL  
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# THE DISRUPTERS, THE DISRUPTED, AND THE DISRUPTED DISRUPTERS

**UCLA** School of Law  
Ziffren Institute for Media, Entertainment,  
Technology & Sports Law

**WEDNESDAY, JUNE 7, 2023**

**6:10 - 7:10pm PDT**

## **New Frontiers: How Artificial Intelligence Presents New Opportunities (and Risks) for the Entertainment Industry**

Moderator:

**Nathaniel L. Bach**

*Partner, Manatt, Phelps & Phillips, LLP*

Panelists:

**Travis Cloyd**

*CEO, WorldwideXR, Global Futurist, Thunderbird School of Global Management*

**Ted Schilowitz**

*Futurist-in-Residence, Paramount*

**P.J. Shapiro**

*Partner, Johnson Shapiro Slewett & Kole LLP*



## TABLE OF CONTENTS

### NEW FRONTIERS: HOW ARTIFICIAL INTELLIGENCE PRESENTS NEW OPPORTUNITIES (AND RISKS) FOR THE ENTERTAINMENT INDUSTRY

- A. Outline of Topics/Issues
- B. "Where Actors Could Make a Deal with Studios on AI," *The Hollywood Reporter* (May 18, 2023)
- C. "Technologies Like A.I. & Unreal Engine Are A Having Big Impact On The Entertainment Business, But Where Will It Go From Here," *Deadline* (May 21, 2023)
- D. "The Road Ahead For AI-Generated Works and Copyright," *Law360* (April 10, 2023)
- E. "How the WGA Decided to Harness – but Not Ban – Artificial Intelligence," *Variety* (May 23, 2023)
- F. "IATSE Creates Commission to Study Artificial Intelligence," *Hollywood Reporter* (May 11, 2023)
- G. "Hollywood's A.I. Art Heist Problem," *Puck* (May 14, 2023)
- H. "Goteborg's Nostradamus Report Predicts Wholesale Industry Restructure Within 5 Years Due to AI Integration – Cannes," *Deadline* (May 22, 2023)
- I. MCLE

## OUTLINE OF TOPICS/ISSUES

**Description:** Artificial Intelligence and machine learning has had a swift impact on society and the entertainment industry in particular. Increasingly powerful and sophisticated generative AI in particular presents new opportunities for creators, talent, and studios, but also numerous risks for all these stakeholders. From copyright questions to labor rights, from virtual production spaces to posthumous deepfakes, it is a time of excitement and trepidation. Our panel will discuss these issues from a variety of perspectives, staying abreast of the most recent technological and legal developments in this fast-moving space.

### Overview of Panel Discussion

1. Creators
  - a. How to protect creators (artists, actors, writers, musicians, etc.).
  - b. What new opportunities are there for creators with the development of A.I.?
  - c. How is A.I. and other similar advanced technology coming up now in negotiations in the entertainment space?
    - i. For example, right of publicity, deepfakes, ageing/de-aging, etc.
  - d. Are we going to see talent use A.I. to take on a posthumous life that will give us, for example, Tom Cruise starring in *Mission Impossible* into the next century?
2. How studios and licensors are adopting and considering the technology?
  - a. What is the state of the art with respect to new production technology that incorporates machine learning or virtual reality (VR)?
  - b. What is the role of visual effects (VFX) and post-production?
  - c. Are there on-going or new concerns regarding the protection of existing intellectual property?
  - d. How is A.I. and similar advanced technology coming up now in the negotiations?
3. A.I. and the guilds/on-going strikes.
4. How are the panelists approaching the prospect of regulation and legislation around A.I.?
5. Is the current legal framework sufficient to address A.I.? Why or why not?
6. What are the panelists predictions on A.I. for the next year and into the next five years?

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