

Hyatt Ziva Los Cabos
October 19-23, 2016

BESLA 36th Annual Conference Agenda

(Speakers and sessions topics and times are subject to change)

Wednesday, October 19, 2016

10:00 a.m. – 5:00 p.m.

Registration Desk Open

6:30 p.m. – 9:30 p.m.

**Welcome Reception ~ Hyatt Ziva Laguna/Lagoon - Sponsored by
Microsoft**

9:30 pm – 12:00 p.m.

Karaoke Party - The Spirit of '68 Sports Bar

Thursday, October 20, 2016

8:00 a.m. – 12:00 p.m.

Registration Desk Open

12:00 p.m. - 2:00 p.m.

Closed for Lunch

2:00 p.m. – 5:00 p.m.

Registration Desk Open

8:30 a.m. - 10:00 a.m. Session 1A

INTELLECTUAL PROPERTY

Title: Privacy Matters: Advising companies and clients on privacy matters for the entertainment and sports industries.

Moderator: Adrienne Williams, Senior Attorney, Microsoft

Panelists: Michelle A. Cooke, Partner, Manatt, Phelps & Phillips, LLP
Jessica B. Lee, Associate, Loeb & Loeb LLP

Description:

How privacy considerations impact linear and digital content distribution, user-generated content, advertising, marketing, social networking, and e-commerce. This panel will review the key laws and considerations with respect to privacy such as the Children's Online Privacy Protection Act (COPPA), California's SB-27 and CAN-SPAM compliance. Reviewing to ensure that linear television channels and digital distribution of content comply with key laws and regulations

8:30 a.m. - 10:00 a.m. Session 1B

MUSIC

Title: Indie vs. Major Label Distribution

Moderator: Kendall A. Minter, Minter & Associates, LLC

Panelists: Al McLean, Senior Vice President, Kobalt Music America
Girvan L. Henry, Chief Executive Officer, Think It's a Game Records
Robert Celestin, Entertainment Law Office of Robert A. Celestin
Kendall A. Minter, Minter & Associates, LLC

Description: This panel will explore the pros and cons of an indie distribution deal in today's climate, monetization of social media accounts in digital distribution deals, and identifying the right type of deal terms for your artists.

10:15 a.m. - 11:45 a.m. - Session 2A - Sponsored by Viacom

FINANCE

Title: Thirsty for Funds? Using Credits, Grants & Other Vehicles to Finance Production

Moderator: Chiquita Woolfolk Banks, Tax Counsel, Viacom

Panelists: Mark T. Hiraide, Partner, Mitchell Silberberg & Knupp LLP
Chuck Douglas, Partner, Wakhisi Douglas Law

Description: This panel will discuss the various ways in which films are financed including (but not limited to) the use of film tax incentives, pre-sales, gap financing and crowdfunding.

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

ETHICS

Title: Ethical Considerations in Client Representation

Moderator: Joseph E. Porter, III, Law Offices of Joseph E. Porter

Panelists: Derede McAlpin, Vice President and Chief Communications Officer, Association of Corporate Counsel
Tamela Cash-Curry, Deputy Public Defender, Los Angeles County Public Defenders Office
Tony Mulrain, Office Managing Partner, Gordon Rees Scully Mansukhani, LLP
Judge Yvette Roland, The State Bar Court of California

Description:

This panel will explore ethical considerations civil and criminal attorneys confront when representing high profile athletes and entertainers as well as entertainment companies and sports teams in situations where there is likely to be a guilty or liable finding. The discussion will include best practices, the ABA model rules, and how to effectively use reputation management experts.

12 Noon – 1:45 p.m. BESLA Sports Legend Lunch – Celebrating the Life and Legacy of Jim Brown, Football Legend and NFL Hall of Famer, Actor, Author and Humanitarian - Sponsored by BET NETWORKS

Moderator: Dr. Harry Edwards, Professor at the University of California-Berkeley. Author, Civil Rights Activist

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

BESLA POWER PANEL/LEGAL AND SOCIAL RESPONSIBILITY

Title: Black Lives Matter, Now What?

Panelists: Beverly Bond, CEO and Founder, Black Girls Rock!
Brian Walker, Culture and Entertainment Advocacy Director, ColorOfChange
Dr. Monique Morris, Co-Founder and President, National Black Women's Justice Institute

Aqeela Sherrills, The Reverence Project

Description:

This panel will explore how to leverage our social and political capital into opportunities for marginalized communities and increase diversity and inclusion in our global business practices.

3:30 p.m. - 4:45 p.m. Author's Showcase/Afternoon Break

5:00 p.m. - 9:30 p.m.

BESLA SUNSET CRUISE (ALL WHITE PARTY AND DINNER) - Sponsored by Viacom/BET NETWORKS

(advanced registration and payment required)

5:00-5:15 - Bus Arrival and Loading at Hyatt Ziva

5:15 pm – Bus Departs Hyatt Ziva

6:00 pm - Departure on the Sunset Cruise

8:30 pm - Back to Dock (Attendees welcome to stay in the city and travel back to the hotel on their own)

9:15-9:30 pm - Approx. Arrival to Hyatt Ziva

Friday, October 20, 2016

9:30 a.m. – 4:30 p.m.

Registration Desk Open

8:30 a.m. - 10:00 a.m. - Session 4A - *Sponsored by The Walt Disney Company/ABC Television Group*

TELEVISION/NEW MEDIA

Title: The New Hollywood: The Convergence of Entertainment and Technology

Moderator: Robert Kang, Cybersecurity & IP Attorney, The Southern California Edison Company

Panelists: Jelani Lawson, Fox Group Legal, Content Protection
Yaphett Powell, Disney Legal, Digital / Media Distribution
Dominique Shelton, Partner, Alston & Bird LLP

Description: This panel will discuss explore how the convergence of entertainment and technology has changed how content is distributed and talent deals are structured.

8:30 a.m. – 10:00 a.m. - Session 4B

SPORTS

Title: Twitter, Social Media, Digital Media and Sports

Moderator: Derek Jackson, Managing Counsel & Vice President of Business Affairs, Sports Marketing, Under Armour

Panelists: Navine Karim, Head of Legal, Red Bull Media House

Description: As technology continues to advance and millennials and Generation Z have a stronger influence on the world of sports and consumer markets, social media sites and digital technology now play central roles in the coverage of sports and marketing of sports assets. Panelists will discuss the way athletes, sports media, and consumer brands heavily use social media and digital media to market their product, reach younger consumers, and

deliver valuable content. The panel will discuss the way Twitter, Instagram, and Snapchat have changed the face of social media, explore best strategies for communicating through today's preferred social media platforms, and look at the advantage content providers have in today's digital marketplace. The panel will also discuss the way consumer brands and sports entities are creating and delivering original content through emerging digital platforms, and the way companies are monetizing these new digital platforms.

10:15 a.m. – 11:45 a.m. - Session 5A

SPORTS

Title: The Return of the Sneaker Wars: The Changing Face of Athlete Endorsements & Sports Marketing.

Moderator: Leron Rogers, Partner, Lewis Brisbois

Panelists: Mason Ashe, Chief Executive Officer, Ashe Sports & Entertainment Consulting
Derek Jackson, Managing Counsel & Vice President of Business Affairs, Sports Marketing, Under Armour
Max Siegel, Chief Executive Officer, USA Track & Field

Description: With the continually increasing popularity of major sports in America and globally, the competition between sports apparel brands has also increased in recent years. Industry experts will discuss the way sports apparel brands such as Nike, Adidas, and Under Armour, as well as corporate sponsors from other industries (e.g., Pepsi, Gatorade, Kia, etc), effectively use athlete endorsement deals and partnerships with sports teams, leagues, and college athletic programs to effectively promote their products and sway the opinions of consumers.

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

EMPLOYMENT/LABOR LAW

Title: Show Me the Money: Recent Labor & Employment Developments Surrounding Compensation That Every Entertainment Attorney Should Know

Moderator: Samantha Grant, Partner, Mitchell Silberberg & Knupp LLP

Panelists: Shanell Parrish-Brown, Vice President, Employment Counsel, Viacom
Jason Marsili, Partner, Posner Rosen LLP
Greg Hessinger, Partner, Mitchell Silberberg & Knupp LLP

Description: This panel will discuss (1) current issues and how to deal with compensation under the new SAG-AFTRA commercials contract given the evolution of digital and social media marketing; (2) the pay equity laws that are sweeping across the country and the challenges companies are facing in negotiating compensation of talent; (3) whether there are still any viable options for having unpaid interns; and (4) misclassification and joint employer issues when using contingent workers.

11:50 p.m. – 1:10 p.m. Lunch on Your Own

1:15 – 2:45 p.m. - Session 6

CORPORATE/WEALTH PLANNING/FINANCE

Title: It Takes a Village: Protecting Your Clients from Themselves – Counseling Athletes and Entertainers on Protecting their Finances

Moderator: Aaron Harding, Price Waterhouse

Panelists: W. Drew Hawkins, Managing Director, Morgan Stanley Global Sports & Entertainment Group
Vernon Brown, V.Brown & Company
Tamara Tunie, Actress
Bart Scott, Former NFL Player, CBS Analyst
Antoine Walker, Former NBA Player

Description: Success often breeds new financial opportunities requiring competent and trustworthy legal and financial counsel to assist in making key financial decisions. This panel presents three celebrities. Three Stories. Hear firsthand their personal experience and gain critical insight on how to advise your clients to protect their assets and avoid legal and financial pitfalls. Panelist will discuss how client-centered team-based management can lead to better financial and legal decisions.

6:30 p.m. – 7:45 p.m. Cocktail Reception

8:00 p.m. – 10:30 p.m. Gala Dinner & Awards Program (Black Tie) – Sponsored by Morgan Stanley Global Sports & Entertainment

2016 Lifetime Achievement Award Sports – Jim Brown, NFL Hall of Famer

2016 BESLA Diversity Award – Fox Audience Strategy

10:30 p.m. – until Gala After Party – Co-Sponsored by ASCAP

Saturday, October 22, 2016

9:00 a.m. – 1:00 p.m. Registration Desk Open

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

TELEVISION

Title: California v. New York, Exploring Important Legal Distinctions

Moderator: Jakgeem Mays, Comcast, NBC Universal
Nyasha Foy, Esq., Associate Director, Business & Legal Affairs, Vice Media

Panelists: Joy Ganes, Head of Production Legal, OWN Studios
Jaia Thomas, Esq., The Law Office of Jaia Thomas, Adjunct Professor, UCLA
Joseph Ford, Counsel, Content & Production Risk, NBCUniversal
Sean Johnson, Head of Business & Legal Affairs, Development/Production, Fuse TV

Description: Broadway and Hollywood – two places where dreams come true. As California and New York are commonly known as the entertainment capitals of the United States, it is important for entertainment law practitioners to understand the crucial differences in state law in order to better advise their clients. This panel will provide an overview of major

distinctions in the entertainment law framework in California and New York, including a review of legal issues related to agents vs. managers, child employment, right of publicity and choice of law for contracts (among other topical issues).

10:45 a.m. – 12:15 p.m. – Session 8A

SPORTS

Title: Athletes, Social Responsibility, & Social Activism

Panelists: Dr. Harry Edwards, Professor at the University of California-Berkeley, Author, Civil Rights Activist
Leron Rogers, Partner, Lewis Brisbois, Bisgaard & Smith, LLP
Joseph Briggs, Public Policy Counsel, NFL Players Association
Nicole Duckett Fricke, General Counsel and Vice President, the Los Angeles Clippers

Description: In recent months, we've seen athletes, entertainers, and other stars jump to the forefront of key social issues in America. Recent examples include: (i) LeBron James, Dwyane Wade, Chris Paul, and Carmelo Anthony speaking out against police brutality; (ii) members of the WNBA's Minnesota Lynx wearing Black Lives Matters t-shirts during warm-ups before a game; and (iii) Colin Kaepernick and others refusing to stand for the national anthem before NFL games. In previous years, athletes and entertainers also have taken a stand on highly debated political issues like gay marriage and publicly supported certain political candidates. This panel will discuss the reasons athletes and other stars have become more vocal in speaking up on major political and social issues in recent years; the role that sports has historically played and should play going forward in leading social change in America; and the level of responsibility we believe African American athletes and stars have to speak up on key social issues and the way to go about doing it while not violating league or team policies and still protecting their brand viability for corporate endorsements.

10:45 a.m. – 12:15 p.m. – Session 8B

MUSIC

Title: The Music Business: Inside and Outside the Beltway

Moderator: Jay Rosenthal, Partner, Mitchell Silberberg & Knupp, LLP

Description: This panel will address cutting edge issues impacting the music business both inside and outside the beltway, including the ASCAP/BMI Department of Justice controversy, legislative studies and proposal to amend the Digital Millennium Copyright Act (DMCA), music streaming rate setting controversies under the Copyright Royalty Board, and direct licensing of music services.

12:20 p.m. - 1:25 p.m. - Lunch on Your Own

1:30 p.m. – 3:00 p.m. – Session 9

ENTERTAINMENT – BESLA POWER PANEL

Title: Secrets of the C-Suite: A Conversation with George Cheeks

Moderator: Khadijah Sharif-Drinkard, Vice President & Associate General Counsel, Viacom Media Networks/BET Networks

Panelists: George Cheeks, President, NBC Business Operations & Late Night

Description: Join us for a discussion with George Cheeks who will share his secrets of success in climbing the corporate ladder and transitioning from a pure legal position into a C-suite operational role.

3:30-5:30 p.m. BESLA Spa Takeover (advanced registration required)

10:00 p.m. – Midnight. BESLA Party at the Pink Kitty Nightclub, Cabo San Lucas (BESLA attendees have the club for a private event)*

**Buses board at the Hyatt Ziva at 9:15 p.m. and depart for the Pink Kitty at 9:30 p.m. and will board for return to Hotel at 12:15 am and return by approximately 12:45 a.m. on October 23rd. Attendees are welcome to stay in town and provide their own transportation back to the hotel.*

SUNDAY, October 23, 2016

Conference Adjournment & Departures