Join us at the inaugural AAA® Entertainment Dispute Resolution Conference where attorneys, dealmakers, and academics from the film, television, and music industries will discuss the latest trends and issues confronting the entertainment industry and its use of alternative dispute resolution (ADR) in settling disputes.

Topics include:

- Practice Tips to Increase the Chances of Winning Your Entertainment Arbitration
- Drafting Entertainment Arbitration Provisions for Yourself and Your Clients
- The Current and Future State of Profit Participations in the Media Landscape

Litigation and transactional attorneys who handle media cases:
Come hear thought leaders discuss the ever-changing world of entertainment dispute resolution.

Keynote Speaker:
Thomas J. Stipanowich
William H. Webster Chair in Dispute Resolution and Professor of Law at Pepperdine University, Dean of the Straus Institute for Dispute Resolution, Pepperdine University/Caruso School of Law
## AGENDA

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<td>8:00-8:45 a.m.</td>
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| 8:45-9:00 a.m. | **Opening Remarks**  
Aaron Gothelf, Esq., Vice President, Commercial Division, American Arbitration Association® (AAA) |
| 9:00-10:15 a.m. | **Current and Future State of Profit Participations in the Ever-Changing Media Landscape**  
Players like Netflix and Amazon have shaken up not only the way content is delivered and consumed but also how creators, investors, and talent are compensated for their contributions. The effect is profound, as some traditional media companies appear to be moving away from the back-end model. Meanwhile, the influx of new services have breathed new life into projects, whose underlying profit-sharing deals may leave a lot of room for interpretation. This panel will present the perspectives of a dealmaker, auditor, and litigator and offer tips on how to champion the idea that collaborators should be compensated justly for the fruits of their labors.  
**Moderator:**  
Max J. Sprecher, Esq., Law Offices of Max J. Sprecher  
**Panelists:**  
Chad Fitzgerald, Esq., Partner, Kinsella Weitzman Iser Kump & Aldisert LLP  
Anita Wu, Principal, Green Hasson Janks  
David J. Matlof, Esq., Managing Partner, Hirsch Wallerstein Hayum Matlof + Fishman LLP |
| 10:15-10:30 a.m. | Coffee Break |
| 10:30-11:45 a.m. | **Help Me Help You: Drafting Arbitration Provisions for Yourself and Your Clients**  
What are the key issues worth fighting for in negotiating arbitration provisions on behalf of your entertainment-industry clients—and potentially obtainable depending on your leverage and why? The panel also reviews other aspects of arbitration clauses that you should consider for your own engagement agreements as well as for your clients’ agreements.  
**Speakers:**  
Sheldon Eisenberg, Esq., Drinker Biddle & Reath LLP  
Michael Gendler, Esq., Gendler & Kelly |
| 11:45 a.m.-1:30 p.m. | Lunch Discussion: The Evolution of ADR in Entertainment Disputes  
**Keynote Speaker:** Thomas J. Stipanowich  
William H. Webster Chair in Dispute Resolution and Professor of Law at Pepperdine University, Dean of the Straus Institute for Dispute Resolution, Pepperdine University/Caruso School of Law  
**Moderator:** Aaron Gothelf, Esq., VP Commercial Division, AAA |
| 1:30-2:45 p.m. | **10 Practice Tips to Increase the Chances of Winning Your Entertainment Arbitration**  
Learn what to do—and not do—to present your claims and defenses most effectively to entertainment arbitrators and increase your chances of winning in arbitration. This distinguished panel of experienced entertainment arbitrators and litigators will provide valuable practice tips for how to represent your clients successfully in the arbitration of entertainment disputes.  
**Moderator:**  
Paul Burns, Esq., Arbitrator, Mediator and Adjunct Professor, Straus Institute for Dispute Resolution, Pepperdine University/Caruso School of Law  
**Panelists:**  
Kenneth D. Freundlich, Esq., Founding Partner, Freundlich Law  
Vera Golosker, Esq., Counsel, Business & Legal Affairs, MGM Studios, Television Division  
Pierre B. Pine, Esq., Partner, McPherson LLP |
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<td>2:45-3:00 p.m.</td>
<td>Coffee Break</td>
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| 3:00-4:15 p.m. | **Recent Developments in Entertainment Law: How Lawyers Get Sued for Overreaching Demand Letters or Public Statements**  
Lawyers are sued with regularity for statements made to the press or in demand letters. Learn the limits so you don't become a party yourself and invariably have to withdraw from representation. The speakers also will discuss the pitfalls of working with public relations firms.  
**Speakers:**  
Neville L. Johnson, Esq., Johnson & Johnson LLP  
Douglas L. Johnson, Esq., Johnson & Johnson LLP |
| 4:15-4:30 p.m. | Closing Remarks                                                       |
| 4:30-5:00 p.m. | General Networking                                                   |

### Registration Information

**CONFERENCE REGISTRATION FEE:** $375

**CLE CREDIT INFORMATION**

West LegalEdcenter is procuring continuing legal education (CLE) credits on behalf of American Arbitration Association. This program is available for CLE credits in California. Credit amounts vary by attendance verification and jurisdictional rules and cannot be confirmed in advance of the program.

**CONFERENCE LOCATION**

Pepperdine Westside Conference Center  
6100 Center Drive, Suite 200  
Los Angeles, CA 90045

**WHO SHOULD ATTEND?**

Entertainment attorneys both litigators and transactional practitioners, who routinely deal with film, television, music, and other types of media cases should attend this informative conference on the use of alternative dispute resolution in resolving entertainment disputes.
TO REGISTER:

Online: To register online, visit www.aaaeducation.org.

By Check: Send completed form and check to –
American Arbitration Association
AAA Education Services
13727 Noel Road, Suite 700
Dallas, TX 75240

Questions? Please contact Victoria Rodriguez at RodriguezV@adr.org or 415-981-3901.

REGISTRATION FORM

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