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Entertainment Law Insiders Share Secrets to Successful Video Game Deals

Loyola and Southwestern Law Schools Co-sponsoring Video Game Law Conference

October 4, 2006, Los Angeles, CA – Although the video game business is much younger than the movies, its annual revenues already rival those of the motion picture industry. Legally, it's a fascinating and complex business, which is why Loyola and Southwestern Law Schools are co-sponsoring a conference on "Legal and Business Issues in the Video Game Industry" on Saturday, October 21 at the Loyola Law School campus.

"It involves a host of issues, ranging from IP and licensing, to legal regulation of sex and violence," said Professor Lon Sobel of Southwestern's Biederman Entertainment and Media Law Institute. "Even labor and employment law issues have become daily concerns for lawyers whose clients are video game makers."

The conference will feature panel discussions on Rights Deals (including movie-to-game and game-to-movie licensing, and sports game licensing), Music Licensing, Talent Deals, and the Emerging Businesses of Wireless Games, Digital Distribution and Casual Games.

"We want to provide an educational opportunity for entertainment lawyers, executives and academics to develop a level of expertise in this exciting, relatively young business," said Professor Jay Dougherty, head of Loyola Law School's Entertainment Law Program.

Lawyers and other power players from within the industry will be on hand to share their insider insights into this rapidly evolving sector. Confirmed* speakers include:

- Cody Alexander, Head of Video Games, William Morris Agency
- Ronni Coulter, Senior Vice President, Business Affairs, Sony Pictures Entertainment
- Steve Dauterman, Senior Vice President, Product Development, THQ
- Professor Jay Dougherty, Loyola Law School
- Ilan Goldman, Esq., Director, Business Development and Senior Counsel, Mobile & Music, Electronic Arts Inc.

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- Ken Hertz, Senior Partner, Goldring, Hertz & Lichtenstein
- John Inada, General Manager, Tecmo, Inc.
- Scott Jensen, Vice President, Licensing, mForma
- Patrick J. O'Brien, Vice President, Business Affairs, Electronic Arts Inc.
- Daniel O'Connell Offner, Offner & Anderson, P.C.
- James Riordan, Senior Counsel, Vivendi Games, Inc.
- David S. Rosenbaum, Law Offices of David Rosenbaum
- Adam Sessler, co-host of "X-Play," G4 (formerly TechTV)
- Daniel M. Siegel, Vice President, New Business Development & Legal Counsel, CMG Worldwide, Inc.
- Professor Lon Sobel, Southwestern Law School
- Patrick Sweeney, Haight, Brown & Bonesteel, LLP
- Richard Thompson, Of Counsel, Bloom Hergott Diemer Rosenthal & LaViolette, LLP

This represents Southwestern's Biederman Institute's first collaboration with Loyola Law School. The conference will take place from 9 a.m. to 4:15 p.m. on the Loyola Law School campus, 919 Albany Street, Los Angeles. The cost, including lunch, is \$225 in advance, \$275 at the door. Add \$25 for 6.25 hours of MCLE credit. For more information and to register for the conference online, visit events.lls.edu/videogame.

Media interested in attending should contact Brian Costello, Deputy Director of Communications at Loyola: 213.736.1444 (desk), 213.923.0609 (cell) or brian.costello@lls.edu.

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