



For Immediate Release
Oct. 25, 2016

**LOYOLA LAW SCHOOL'S U.S.-CHINA ENTERTAINMENT LAW CONFERENCE
TO EXPLORE OPPORTUNITIES & CHALLENGES OF COLLABORATION**

Los Angeles – Loyola Law School, Los Angeles and the U.S. Patent & Trademark Office (USPTO) will host the first U.S.-China Entertainment Law Conference on Wednesday, Nov. 2, 2016, to examine the risks and benefits of cross-border collaboration. The event, to be held on Loyola's downtown LA campus, will feature top executives from major U.S. and Chinese entertainment studios, senior policymakers, influential academics and USPTO officers.

The daylong conference will include a series of panels on the emerging legal issues stemming from a rise in partnership deals. Panels will include "Year in Review: Recent Developments in the U.S.-China Entertainment Industry," "Commercialization of Content," "IP Issues Related to the U.S.-China Entertainment Industry" and "Opportunities and Legal Challenges in the U.S.-China Collaboration of Movies, TV Productions, Music and Gaming."

Scheduled speakers include:

- **Mark Cohen**, Senior Advisor, United States Patent & Trademark Office;
- **Liu Chun-Tian (刘春田)**, Dean, Renmin University Intellectual Property Academy
- **Neil Graham**, Attorney Advisor, Office of Policy and International Affairs, United States Patent & Trademark Office
- **Josh Grode**, Partner, Irell & Manella LLP
- **Song Hai-Ning (宋海宁)**, Partner, Junhe Law Firm
- **Sheri Jeffery**, Partner, Hogan Lovells LLP
- **Wu Man-Fang (吴曼芳)**, Dean, Beijing Film Academy School of Management;
- **Professor Robert Merges**, UC Berkeley School of Law;
- **Professor Zhang Ping (张平)**, Peking University School of Law
- **Shira Permuter**, Chief Policy Officer, United States Patent & Trademark Office;
- **Professor Seagull Song (宋海燕)**, Director, Asia-America Law Institute, Loyola Law School, Los Angeles;
- **Lisa Wang (王冬梅)**, General Counsel, Huayi Brothers Media Corporation;
- **Michael Waterstone**, Fritz B. Burns Dean, Loyola Law School, Los Angeles;
- **Marty Willhite**, General Counsel and Chief Operating Office, Legendary Pictures
- **Zhang Xin (张鑫)**, Legal Director, Tencent Interactive Entertainment Group;
- **Ma Yi-De (马德)**, President, Beijing Zhongguancun IP Research Institute

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Loyola Law School is home to the Asia-America Law Institute, a center for scholarship in the field. Founded by resident China scholar Professor Seagull Song, the institute hosts regular events on comparative law to help advance an understanding of U.S.-Asian cooperation. Learn more at http://events.lls.edu/event/us-china_entertainment_law_conference.

About Loyola Law School, Los Angeles

Located on an award-winning Frank Gehry-designed campus in downtown Los Angeles, Loyola Law School is home to prominent faculty, dedicated students and cutting-edge programs. The Law School strives to instill in students the knowledge they need to excel on their chosen paths. It dedicates itself to preparing students for the rigors of practice with an extensive portfolio of practical-training opportunities, a 17,000-strong alumni network and a focus on social justice. Learn more at www.lls.edu.

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Media contacts:

Journalists who wish to attend any part of the event should RSVP to:

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