



For Immediate Release
Oct. 23, 2017

**LOYOLA LAW SCHOOL & L.A. IP LAWYERS ASSOCIATION HOST TECHTAINMENT
TO FOCUS ON APPLYING LAW TO RIGHTS OF EMERGING TECHNOLOGIES**

***NOV. 17 SYMPOSIUM TO DISCUSS LEGAL ISSUES RELATED TO ARTIFICIAL
INTELLIGENCE, USER-GENERATED CONTENT, DIGITAL MUSIC EXPLOITATION***

Los Angeles – Loyola Law School, Los Angeles and the Los Angeles Intellectual Property Lawyers Association (LAIPLA) will host the symposium “TechTainment 3.0: Technology + Entertainment” from 9:30 a.m.-4 p.m. on Friday, Nov. 17, at Loyola’s downtown LA campus.

The daylong event will feature panels assessing how to best manage artificial intelligence as an emerging piece of the entertainment landscape, negotiating deals for user-generated content and tracking music royalties in a digital world. The keynote lunch presentation, scheduled from 12:30-1:30 p.m., will be delivered by Jonathan Shapiro, Emmy- and Peabody-winning writer and producer of “Goliath,” “The Blacklist” and “The Practice.”

“TechTainment 3.0 seeks to answer some of the most challenging IP-law questions of our time,” said Professor Jay Dougherty, conference co-organizer and panel moderator. “The day’s panels will help shape our understanding of how emerging technologies will impact the future of entertainment.”

During the event, industry insiders will dive into a range of topics:

“AI for Dummies” (9:30 a.m.) & **“Livin’ on the Edge”** (10-11 a.m.) will look at the risks and rewards of artificial intelligence, holograms and other technologies impacting Hollywood. The overview will be provided by Loyola Law School Adjunct Professor Tracey Freed, Freed Law, who created Loyola’s inaugural Artificial Intelligence & the Law seminar. In-depth analysis of the legal impact of those technologies will be provided by panelists Yves Bergquist, CEO, Novamente & Corto, and director, USC’s Entertainment Technology Center; and Zach St. Martin, head of Business & Legal Affairs, 8i.

“The Wild West: Rights Disputes in the World of User-Generated Content” (11:15 a.m.-12:15 p.m.) will provide a roadmap for negotiating deals with relatively inexperienced

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players who may not have legal representation. Speakers will include Kiren Ahuja, vice president, Business and Legal Affairs, Studio 71; Daniel Kim, executive director, 21st Century Fox; Marjorie Williams, vice president, Business & Legal Affairs, Endemol Shine North America; and moderator Daniel Stone of Greenberg Glusker.

“Emerging Music Issues in the Digital Ecosystem” (1:34-2:45 p.m.) will dissect the evolution of music-rights deals to confront digital and other channels. Panelists will include Bill Colitre, Music Reports; Paul Friedman, Sony; Rachel Stilwell, the Law Offices of Rachel Stilwell; and moderator Prof. Dougherty.

“TechTainment 3.0” is the third in a series of joint technology and entertainment events held on Loyola’s campus, which is located at 919 Albany St., Los Angeles, CA 90015 (at Olympic). Event co-sponsors include the Beverly Hill Bar Association and LACBA ELIPS, Los Angeles County Bar Association Entertainment Law & Intellectual Property Section.

The event will conclude with a reception from 3-4 p.m. Loyola Law School’s campus is located at 919 Albany St., Los Angeles, CA 90015. More information is available at <http://www.laipla.net/techtainment-3-0-technology-entertainment>.

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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