

For Immediate Release

PRESS RELEASE

**LOYOLA LAW SCHOOL & L.A. IP LAWYERS TO HOST  
“TECHTAINMENT 4.0 – TECHNOLOGY + ENTERTAINMENT” ON NOV. 8 –  
FOCUSING ON ADAPTING TRADITIONAL LEGAL RULES TO NEW TECHNOLOGY**

**Los Angeles** – Loyola Law School, Los Angeles and the Los Angeles Intellectual Property Law Association (LAIPLA) will host “TechTainment 4.0: Technology + Entertainment” a symposium focused on the increasingly complex nature of partnerships involving social media placement, video games, Bitcoin and other developments on **Thursday, Nov. 8, 2018**, from **9:30 a.m.-5 p.m.** at the **Playa Vista campus of Loyola Marymount University.**

The fourth in a series, the event will feature seasoned IP lawyers, corporate agenda-setters and content creators discussing lessons learned making deals in the new media ecosystem. The program also will feature keynote speakers **Todd Richmond**, Professor/Director, Tech & Narrative Lab, Pardee RAND Graduate School and Research Faculty, USC School of Cinematic Arts, and **Tammy Brandt**, the Chief Legal Officer of Dreamscape Immersive.

A must-attend event for IP attorneys and industry experts, the symposium will include a continental breakfast and end with a networking reception. To be held at LMU’s new Silicon Beach campus at 12105 E. Waterfront Drive in Playa Vista, the daylong event will include several networking breaks for source development and idea exchange. Early bird pricing and industry discounts are available. Learn more and register at [www.laipla.net/techtainment-4-0](http://www.laipla.net/techtainment-4-0).

**TECHTAINMENT AGENDA:**

**MORNING**

**9:30-9:40 a.m.: Opening Remarks**

- Loyola Law School Dean Michael Waterstone
- LMU School of Film & Television Dean Peggy Rajski

**9:40-10:40 a.m.: Branded Content & Marketing Campaigns: Playing by the Rules of Others**

- Madeline Beniflah, Media Director, Acento Advertising
- Kelsey Schulz, Vice President, Business Affairs, Super Deluxe
- Bill Shafton, Vice President, Business and Legal Affairs, Grindr
- **Moderator:** Loyola Law School Adjunct Professor Tracey Freed '05, Freed Law

**11-11:30 a.m.: Keynote address – Making Technology Matter (to Humans): The Search for Egg Yolk**

- Tammy Brandt, Chief Legal Officer, VR company Dreamscape Immersive

- Todd Richmond, Director, Tech & Narrative Lab, Pardee RAND Graduate School

**11:30 a.m.-12:30 p.m.: Over, Under, Sideways, Down? Is Classic Media Adapting to the New Media Universe**

- Kirk Pasich '80, Co-founder, Blue Élan Records
- Sam Semon, Executive Vice President, Business Affairs, NBCUniversal International Studios
- Marty Willhite '97, Professor of Practice, Loyola Law School & Vice Chairman, Tulco, LLC
- **Moderator:** Robin Russell, Former Executive Vice President, Business Affairs, Sony Pictures Entertainment

**12:30-1:45 p.m.: Lunch**

**AFTERNOON****1:45-2:45 p.m.: Recent Developments in Video Game Law**

- Bill Chang, Riot Games
- Dan Nabel, Riot Games
- **Moderator:** Aaron Moss, Greenberg Glusker

- Dr. Nelson Granados, Executive Director, Institute for Entertainment, Sports, Media and Culture at Pepperdine's Graziadio Business School
- Dat Nguyen, Vice President, Special Projects, Sagewise
- **Moderator:** David Randall, Brooks Kushman

**3-4 p.m.: Blockchain: The New Frontier Comes to Entertainment**

- Professor Jeffery Atik, Loyola Law School
- Cameron Casey, Co-Founder and Chief Creative Officer, SmartChain Media

**4-5 p.m.: Reception****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 18,000-strong alumni network and a focus on social justice. Learn more at [www.lls.edu](http://www.lls.edu).

###

**Media contacts:**

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

Brian Costello  
Loyola Law School, Los Angeles  
[Brian.Costello@lls.edu](mailto:Brian.Costello@lls.edu)  
Tel. 213-736-1444

Or

Melissa Abraham  
Loyola Law School, Los Angeles  
[Melissa.Abraham@lls.edu](mailto:Melissa.Abraham@lls.edu)  
Tel. 213-736-1445