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- Digital Domain
- Emergent Game Technologies
- Entertainment Software Association
- Idell & Seitel, LLP
- Mattel, Inc.
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- MTV Networks
- Nixon Peabody LLP
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- Perkins Coie LLP
- Sarassin LLP
- Seth J. Steinberg, Attorney at Law
- Sony Online Entertainment LLC
- White & Case LLP

The Third Annual Two-Day Conference on

Gamer Technology Law

Online gaming, social networking litigation, globalized game production and other cutting-edge topics

March 27 & 28, 2008

Beverly Hills, California

Peninsula Beverly Hills Hotel

Credits: CA MCLE 10.25 inc 1 ethics, GA CLE 10 inc 1 ethics & 1 trial, TX CLE 10 inc 1 ethics, WA CLE 10 inc 1 ethics (call about others)

Quick when/where: 8:30 a.m., 9882 South Santa Monica Boulevard

Gamer Technology Law Conference

March 27 & 28, 2008 | Beverly Hills, California
Peninsula Beverly Hills Hotel

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8:00 Registration and Continental Breakfast

8:30 Introduction and Overview

Seth J. Steinberg, Esq., Program Co-Chair
Attorney at Law ~ San Francisco, CA

Russell G. Weiss, Esq., Program Co-Chair
Morrison & Foerster LLP ~ Los Angeles, CA

8:45 Patent Reform and Other Intellectual Property Law Developments

IP trends and strategies in the video game industry; hardware devices, software, business and game-play methods

M. Andrew Woodmansee, Esq.
Morrison & Foerster LLP ~ San Diego, CA

Impact of the Patent Reform Bill: How will it change current trends in procuring, protecting, registering and avoiding infringement?

G. Hopkins Guy III, Esq.
Orrick Herrington & Sutcliffe LLP ~ Menlo Park, CA

10:15 Break

10:30 Current Trends in Game Development

Developments domestically and internationally in console and non-console gaming; the rise of casual gaming; alternative business models; and M&A activity

Seth J. Steinberg, Esq., Program Co-Chair, Moderator

Monty Sarhan, Esq., Vice President,
Business and Legal Affairs
MTV Networks ~ New York, NY

Patricia Masai, Director, Interactive Games
Mattel, Inc. ~ El Segundo, CA

Patrick Sweeney, Esq.
Nixon Peabody LLP. ~ Los Angeles, CA

Vincent Scheurer, Founder
Sarassin LLP ~ London, UK

12:00 Lunch (on your own)

1:15 Market Update: Current Trends in Business Plans

and Financing

Private equity and its impacts on the gaming industry; film-style financing of games; the growing role of venture capital and other alternative funding; finance and investment in a maturing game industry

Timothy J. Harris, Esq.
Morrison & Foerster LLP ~ Palo Alto, CA

2:00 Piracy, Fair Trade and International Policy

Stevan D. Mitchell, Esq., Vice President,
Intellectual Property Policy
Entertainment Software Association ~ Washington, DC

2:45 Break

3:00 Case Law Update

John W. Crittenden, Esq.
Cooley Godward Kronish LLP ~ San Francisco, CA

3:45 The Litigation Horizon

Social networking site litigation (coming to a video game near you as games coverage with social networking sites); disgruntled players and potential liability for changing your game or bad behavior by hackers, farmers and grievors

William Sloan Coats, Esq., Partner
White & Case LLP ~ Palo Alto, CA

What people need to know about product liability and class action law suits; potential plaintiff theories; tips for calculating your exposure; defensive strategies

John F. Delaney, Esq.
Morrison & Foerster LLP ~ New York, NY

Richard J. Idell, Esq., Principal
Idell & Seitel, LLP ~ San Francisco, CA

5:00 Reception for Attendees and Faculty Sponsored by Seth J. Steinberg, Attorney at Law and Morrison & Foerster LLP

8:00 Registration and Continental Breakfast

8:30 Online Gaming: Comprehensive Review of an



About the Conference

LAW SEMINARS INTERNATIONAL

We dedicate all of our efforts to producing high-quality professional education programs.

Our seminars provide an opportunity for lawyers to learn about their clients' businesses and for the clients to learn about the legal issues impacting their business.

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Navigating the legal and business maze required to get a video game to market demands specialized knowledge for game developers and publishers, business executives and the attorneys who represent them. From addressing issues concerning software development to using personalities or music in games, negotiating a contract that survives the journey can save thousands of dollars as well as precious time. In some cases, developing, publishing, financing and protecting intellectual property effectively at the early stages can make or break a company. Surviving the business transactions in the gaming industry not only requires an understanding of the industry, but significant knowledge and experience in licensing and intellectual property matters.

This conference features leading industry professionals and practitioners discussing content, access and intellectual property issues; financing; and major new convergences between the video game industry and Hollywood, the wireless industry, the internet and interactive devices.

~ Program Co-Chairs: Seth J. Steinberg, Esq. and Russell G. Weiss, Esq.



Ever-Evolving Topic

Russell G. Weiss, Esq., Program Co-Chair, Moderator

Seth J. Steinberg, Esq., Program Co-Chair

Geoffrey Selzer,

Chief Executive Officer & Chairman of the Board
Emergent Game Technologies ~ Calabasas, CA

Steve Weiss, Esq.,

Vice President of Legal and Business Affairs
Sony Online Entertainment LLC ~ San Diego, CA

10:15 Break

10:30 Global Expansion Through Outsourcing and Alliances

Animation outsourcing; best practices in outsourcing agreements; case studies of successful alliances; challenges to foreign gamer market entry

Shaalu Mehra, Esq.

Perkins Coie LLP ~ Menlo Park, CA

11:15 Ethics

Representing the company without alienating your business contact or compromising the business relationship; negotiation tactics and ethical conduct; negotiation with the other side and unrepresented parties; protecting client confidences and secrets

Kraig L. Marini Baker, Esq.

Davis Wright Tremaine LLP ~ Seattle, WA

12:15 Evaluations and Adjourn

Upcoming Related Seminars:

Successful Multilateral Patents	April 7, 2008	Arlington, VA
Copyright Management & Litigation	April 14-15, 2008	Seattle, WA
Pharmaceutical Antitrust	April 24-25, 2008	Washington, DC
Patent Claim Construction	April 25, 2008	Atlanta, GA
Open Source Software	May 16, 2008	San Francisco, CA
Successful Multilateral Patents	June 23, 2008	San Francisco, CA
Entertainment Technology Law	Aug 14-15, 2008	Seattle, WA

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Registration is complete when we receive payment or agree to later payment.

Tuition: Regular tuition for this program is \$995 with a group rate of \$895 each for two or more registrants from the same firm. For government employees, we offer a special rate of \$795. For students and people in their job for less than a year, our rate is \$497.50. All rates include admission to all seminar sessions, food and beverages at breaks, and all course materials. Make checks payable to Law Seminars International.

Substitution & Cancellation: You may substitute another person at any time. We will refund tuition, less a \$50 cancellation fee, if we receive your cancellation by 5:00 p.m. on Thursday, March 20, 2008. After

that time, we will credit your tuition toward attendance at another program or the purchase of a Homestudy. There is a \$25 cancellation fee for Course Materials orders and \$50 for Homestudy orders.

Seminar Location: The conference will be held at the Peninsula Beverly Hills Hotel at 9882 South Santa Monica Boulevard in Beverly Hills, CA 90212. We have negotiated a room rate with the Beverly Hills Hilton at 9876 Wilshire Boulevard (0.3 miles from the conference) for \$275 per night. Call (310) 274-7777 and mention that you are with Law Seminars International. Rooms are on a first come, first served basis.

Continuing Education Credits: Law Seminars International is a State Bar of California approved MCLE provider. This program qualifies for 10.25 California MCLE credits, including 1 ethics. See front for others.

If You Cannot Attend: Our complete Homestudy Course, consisting of a DVD recording and the written course materials, is available for \$1005. The written course materials alone are available for \$100. We will ship your Homestudy order via UPS ground within two weeks after the seminar or the date we receive payment (whichever is later).

Faculty: Gamer Technology Law Conference

Seth J. Steinberg, *Program Co-Chair* and attorney in private practice, is an interactive entertainment industry veteran advising on online and new media business, content creation and distribution and e-commerce. Previously, he was Director of Business Affairs & General Counsel for LucasArts and is a *Law & Politics* "Northern California Super Lawyer."

Russell G. Weiss, *Program Co-Chair*, heads the Video Game Practice at Morrison & Foerster LLP and is Co-Head of its Technology, Media and Entertainment Practice in Los Angeles. He specializes in transactional matters and counseling in technology, media, entertainment and intellectual property with a particular focus on the convergence of technology and entertainment.

Kraig L. Marini Baker, partner at Davis Wright Tremaine LLP, concentrates on licensing transactions regarding media, advertising, privacy and technology issues, with particular emphasis on digital media and entertainment.

William Sloan Coats, partner at White & Case LLP, focuses on intellectual property matters including software copyrights, patents, entertainment trademark and trade secret disputes and bankruptcy issues. He chairs the ABA's Science & Technology Law Section.

John W. Crittenden, partner with Cooley Godward Kronish LLP and member of its Intellectual Property Litigation section and Interactive Gaming and Trademark, Copyright and Advertising practice groups, represents entertainment software and hardware companies, online marketplaces and consumer and technology companies.

John F. Delaney, partner and Technology Transactions Practice Group Co-Chair at Morrison & Foerster LLP, concentrates on 08GAMECA

intellectual property and high-technology matters. He counsels on licensing, liability, copyright and other intellectual property issues connected with corporate financial transactions, mergers and acquisitions.

G. Hopkins Guy III, partner at Orrick Herrington Sutcliffe LLP, concentrates on patent, trade secret, and commercial contract litigation involving all areas of Web-based telecommunications, electronics, and computer technologies.

Timothy J. Harris, partner at Morrison & Foerster LLP, represents start-up and emerging growth technology enterprises such as entity formation and initial capitalization, equity compensation, private debt and equity placements, intellectual property transactions, including licensing, joint development and distribution arrangements.

Richard J. Idell, principal and founding member of Idell & Seitel, LLP, focuses on general entertainment law and issues arising from the intersection of technology and entertainment.

Patricia Masai, Director of Interactive Games at Mattel, Inc, leads their interactive licensing, development and marketing of products on interactive platforms including PC, console, mobile, interactive TV and handhelds.

Patrick Sweeney, of counsel in Nixon Peabody LLP's Venture Capital and Emerging Growth Practice Group, focuses on a new media business transactions and he offers strategic advice to companies on their use of digital content. Previously, he served as General Counsel for Brash Entertainment LLC.

Steven D Mitchell, Vice President, Intellectual Property Policy for the Entertainment Software Association, oversees intellectual property, trade and technology policy. Prior to joining ESA he served in the

U.S. Department of Justice's Computer Crime and Intellectual Property Section.

Monty Sarhan, Vice President of Business and Legal Affairs for MTV Networks, is responsible for transactions in their digital and gaming businesses, focusing on online and console gaming.

Vincent Scheurer, Founder of Sarassin LLP, a London-based legal consultancy for game developers, publishers and licensors, specializes in commercial agreements for mobile, console, PC, and online game projects.

Geoffrey Selzer, Chief Executive Officer and Chairman of the Board at Emergent Game Technologies, previously consulted for video game and other media companies on the development of cross-media intellectual property, fund raising and production.

Shaal Mehra, partner in the Silicon Valley office of Perkins Coie LLP, counsels a range of public and private companies on corporate and technology transactions. He has been recognized by Chambers in the field of IT and IT Outsourcing, and speaks regularly on outsourcing, IP licensing and venture finance.

M. Andrew Woodmansee, partner at Morrison & Foerster LLP, represents clients in patent infringement litigation and patent licensing disputes and is experienced in litigating trademark, trade dress and trade secret matters.

Steve Weiss, Vice President of Business and Legal Affairs at Sony Online Entertainment LLC. He is responsible for providing legal and business affairs support for product development, sales, marketing, business development, operations and customer service., is responsible for all legal and business affairs of the firm.

March 27 & 28, 2008
Beverly Hills, California

Peninsula Beverly Hills Hotel
9882 South Santa Monica
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(310) 551-2888

Who Should Attend:

Intellectual property, entertainment law and transactional attorneys, business development executives and anyone involved with game software development, publishing, licensing and intellectual property issues.

You Will Learn About:

- Patent reform and other intellectual property law developments
- Game development trends
- Piracy, fair trade and international policy
- Case law update
- Social networking, product liability and class actions
- Current trends in business plans and financing
- Online gaming
- Creating a favorable policy environment for investment and innovation
- Global expansion through outsourcing and alliances
- Ethics for gaming law attorneys

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