The Fourth Annual Two-Day Conference on

Gamer Technology Law

Cutting edge legal and business issues for finance, development, publishing and distribution

March 9 & 10, 2009

Beverly Hills, California

The Beverly Hilton Hotel

Credits: CA MCLE 13.5 inc. 1 Ethics (call about others)

Quick when/where: 8:30 a.m., 9876 Wilshire Blvd

Featuring Speakers From:
- Activision Blizzard, Inc.
- Boesky & Company
- CDRV Media
- Davis Wright Tremaine LLP
- Electronic Arts
- Entertainment Software Association
- Fenwick & West LLP
- Greenberg Glusker Fields Claman & Machtinger LLP
- Greenberg Traurig, LLP
- Idell & Seitel, LLP
- LaRiviere, Grubman & Payne, LLP
- Law Offices of Seth J. Steinberg
- Los Angeles Times
- LucasArts
- Manatt, Phelps & Phillips, LLP
- Microsoft Corporation
- Morrison & Foerster LLP
- Myman Abellin Fineman Fox Greenspan Light LLP
- Orrick Herrington & Sutcliffe LLP
- Square Enix, Inc
- THQ Inc.
- White & Case LLP

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Gamer Technology Law Conference
March 9 & 10, 2009 | Beverly Hills, California
The Beverly Hilton Hotel

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09GAMECA WS
Navigating the legal and business maze required to finance, develop, market and publish video games demands specialized knowledge for game developers and publishers, and the business executives and attorneys who represent them.

This conference will feature leading video game lawyers and business executives who will address cutting edge issues concerning, among other things, new distribution methods, worldwide game development, winning patent strategies, music and video games, litigation, online games and virtual worlds, state of the video game industry and recent M&A activity.

~Program Co-Chairs: Seth J. Steinberg, Esq. and Russell G. Weiss, Esq.
# Gamer Technology Law Conference

**Tuesday, March 10, 2009**

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| Seth J. Steinberg, Esq., *Program Co-Chair*  
Russell G. Weiss, Esq., *Program Co-Chair* |
| 8:45  | Current Trends in Online Games and Virtual Worlds                        |
| 9:00  | Current Trends in Online Games and Virtual Worlds                        |
| 9:15  | Break                                                                    |
| 9:30  | What to Expect for Capital Availability and M&A as a Growth or Exit Strategy |
| Nate Jones, *Independent Consultant*  
San Francisco, CA |
| 9:45  | What to Expect for Capital Availability and M&A as a Growth or Exit Strategy |
| Mark C. Stevens, Esq.  
Fenwick & West LLP ~ Mountain View, CA |
| 10:15 | Break                                                                    |
| 10:30 | What to Expect for Capital Availability and M&A as a Growth or Exit Strategy |
| 10:45 | What to Expect for Capital Availability and M&A as a Growth or Exit Strategy |
| Mark C. Stevens, Esq.  
Fenwick & West LLP ~ Mountain View, CA |
| 12:00 | Lunch (on your own)                                                       |
| 1:15  | Cost Control: Open Source Software and Video Games                      |
| Chris McKibbin, Co-Founder and CEO  
CDRV Media ~ San Francisco, CA |
| 2:15  | Labor and Employment Issues                                               |
| Judith Droz Keyes, Esq.  
Davis Wright Tremaine LLP ~ San Francisco, CA |
| 3:00  | IP and Departing Employees                                                |
| Robert W. Payne, Esq.  
LaRiviere, Grubman & Payne, LLP ~ Monterey, CA |
| 4:00  | Ethics                                                                   |
| Eric A. Tate, Esq.  
Morrison & Foerster LLP ~ San Francisco, CA |
| 5:00  | Evaluations and Adjourn                                                   |

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**Registration & Other Conference Information**

**To Register:**
- **Call us at:** 800-854-8009 or 206-567-4490
- **Fax the registration form to us at:** 206-567-5058
- **Email us at:** registrar@lawseminars.com
- **Web site:** www.lawseminars.com
- **Mail the registration form on the front page.**
- **Walk-ins are welcome, subject to space availability.**

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

**Tuition:** Regular tuition for this program is $1245 with a group rate of $1095 each for two or more registrants from the same firm. For government employees, we offer a special rate of $945. For students and people in their job for less than a year, our rate is $622.50. 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 Tuesday, March 3, 2009. 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 Beverly Hilton Hotel at 9876 Wilshire Blvd in Beverly Hills, CA 90210. Call (800) HILTONS or go to www.thebeverlyhilton.com and mention code 615 or the Gamer Technology Law conference for the special room rate of $240/night. Reservations must be made no later than February 23, 2009 and 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 13.5 California MCLE credits including 1 ethics. Upon request, we will apply for CLE credits in other states and other types of credits.

**If You Cannot Attend:** Our complete Homestudy Course, consisting of a DVD recording and the written course materials, is available for $1255. 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).
March 9 & 10, 2009
Beverly Hills, California

The Beverly Hilton Hotel
9876 Wilshire Blvd
(310) 274-7777

Who Should Attend:
Attorneys and business executives involved in the interactive entertainment industry and digital media, including in-house professionals and outside advisors that deal with the development, distribution, publishing, financing and licensing of content

You Will Learn About:
- Music and video games: Evolving deal terms
- Online games and virtual worlds
- Winning patent strategies for video game companies
- Open source software and video games
- What to expect for capital availability and M&A as a growth or exit strategy
- Labor and employment issues
- Current distribution trends
- Changes in player demographics
- Using multiple development resources and licensed technology
- Funding for new projects
- IP protections
- Top 10 cases in 2008
- Who will win the platform wars and why

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Faculty: Gamer Technology Law Conference

Seth J. Steinberg, Program Co-Chair, attorney in private practice, is an interactive entertainment industry veteran. Previously, he was Director of Business Affairs and General Counsel for LucasArts. He is a “Northern California Super Lawyer.”

Russell G. Weiss, Program Co-Chair, heads the Video Game Practice at Morrison & Foerster LLP, co-heads its Technology, Media and Entertainment Practice in Los Angeles, and focuses his practice on the convergence of technology and entertainment.

Kenneth Doroshow, Special Address, is General Counsel for the Entertainment Software Association. Previously, he was Senior Vice President of Litigation and Legal Affairs at the Recording Industry Association of America and senior counsel to the United States Department of Justice.

Alex Pham, Moderator, Business Reporter for the Los Angeles Times, covers consumer electronics and video games. She has written for the Oregonian, the Washington Post, USA Today and the Boston Globe.

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

Haden Blackman, Executive Producer and Franchise Director at LucasArts, oversees internal development for the company’s Star Wars titles.

Keith Boesky, Principal of Boesky & Company, specializes in the migration of IP to and from the video game business, and is experienced as an attorney, senior executive and agent.

Brandy A. Carrillo, Vice President of Business and Legal Affairs at THQ Inc., oversees all publishing aspects of the Business and Legal Affairs Department, including licensing, marketing, sales and product and business development.

William Sloan Coats, partner at White & Case LLP, focuses on IP matters including software copyrights, patents, entertainment trademark and trade secret disputes and bankruptcy issues.

Gregory Deutsch is Senior Vice President of the Business and Legal Affairs Department and General Counsel of Activision Publishing, Inc., a division of Activision Blizzard, Inc.

Clinton Foy is General Counsel, Vice President of Legal Affairs, and Corporate Secretary for Square Enix, Inc., and Square Enix America Holding company.

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

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.

Paul E. Jahn, partner with Morrison & Foerster LLP and former co-chair of the firm’s Technology Transactions Group, focuses on counseling companies on development, licensing, acquisition, and sale of IP and technology.

Nate Jones, independent consultant and former Vice President of Corporate Development for Glu Mobile, led the global corporate development and strategy initiatives, including acquisitions. Previously, at Lazar, he focused on the video games, digital media and mobility sectors.

Judith Droz Keyes, partner at Davis Wright Tremaine LLP, advises clients on human resource and employee relations issues, including developing policies, hiring practices, termination situations and labor relations matters.

Mark S. Lee, partner at Manatt, Phelps & Phillips, LLP, focuses on IP litigation and counseling for celebrities and celebrity estates, studios, and high technology companies including copyright, trademark, and right of publicity counseling and litigation.

Jeffrey B. Light, partner at Myman Abell Fineman Fox Greenspan Light LLP, focuses on entertainment law including music and videogames.

Suann C. MacIsaac, partner at Greenberg Glusker Fields Claman & Machtinger LLP, focuses on entertainment, IP and general business litigation. She represents both large video game publishers and independent developers.

Chris McKibbin is Co-Founder and CEO of CDRV Media, a next generation online games publisher/operator. Previously, he was Co-Founder and President of Perpetual Entertainment, an online games producer, publisher, operator and technology developer responsible for two highly anticipated online games: Gods and Heroes: Rome Rising and Star Trek Online.

Shelley E. Mckinley is a Senior Attorney at Microsoft Corporation’s Entertainment and Devices Division, supporting the Xbox and Games for Windows Interactive Entertainment Business.

Heather J. Meeker, partner with Greenberg Traurig, LLP, focuses on IP transactions for technology clients, including open source licensing strategies and IP matters related to mergers and acquisitions.

Robert W. Payne, partner at LaRiviere, Gruhn & Payne, LLP, focuses on IP litigation and licensing.

Gabriel M. Ramsey, member of the Intellectual Property Group and a leader of the Entertainment Gaming Group at Orrick, Herrington & Sutcliffe LLP, focuses his practice on intellectual property litigation.

Douglas Reilly, Director of Business Affairs for LucasArts, focuses on videogame production and development. Previously, he was General Counsel at TLC/Broderbund.

Timothy P. Riley, Vice President of Music Affairs at Activision Blizzard, Inc., directs integration of music into the company’s franchises and works to expand Activision’s alliances with record labels, publishers, artists and composers around the world.

Steven Schnur, Worldwide Executive of Music and Marketing for Electronic Arts, President of Artwerk Music Group, is responsible for the pursuit, creation and continuous development of the global vision for music in EA games.

Mark C. Stevens, partner at Fenwick & West LLP, focuses on companies ranging from startup teams to mature public companies, venture capitalists and investment banks involved in IT and new media industries, emphasizing complex transactions.

Eric A. Tate, partner at Morrison & Foerster LLP, represents management in employment and labor law, including litigation of employee claims of discrimination, harassment and wrongful termination, and the interpretation of collective bargaining agreements.