



MEDIA LAW

APPLICATION TO REGISTER

30 May 2008, Conf. No. L5-5108

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YOU MAY REGISTER BY:-

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Management Forum Ltd, 98-100 Maybury Road,
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www.management-forum.co.uk

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If you have NOT received confirmation seven days after registering,
please contact Registration Department.

If you do not want to receive future mailings from Management Forum please contact nick@management-forum.co.uk
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Exhibition spaces and promotional opportunities will be available at this meeting.
For further information please contact Judith Black
(email: judith.black@management-forum.co.uk)

MANAGEMENT FORUM LTD., 98-100 Maybury Road, Woking, Surrey GU21 5JL, UK
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REGISTRATION INFORMATION

Dates 30 May 2008

Times Start 09.30 – Finish 17.00

Registration & Coffee
30 May 2008 09.00

Venue

The Rembrandt Hotel, 11 Thurloe Place, London SW7.

Directions

Opposite V&A Museum.

Nearest Underground station: South Kensington.

Map available on Website under Hotels and Venues.

Accommodation

A limited number of bedrooms have been reserved at The Rembrandt Hotel, 11 Thurloe Place, London SW7, at a special rate of £127.66 (Superior) inc. English breakfast, £144.69 (executive) inc. English breakfast. All +17.5% VAT – subject to availability.

A special rate for Friday, Saturday and Sunday of £114.90 (Superior) inc. English breakfast +17.5% VAT – subject to availability when booked as additional nights.

Hotel Tel: +44(0)20 7589 8100.

Hotel Fax: +44(0)20 7225 3363.

Email: reservations_rembrandt@sarova.co.uk

All bookings should be made directly with the hotel quoting Management Forum and your credit card number.

Conference Fee

£545 +17.5% VAT. The fee includes course documentation as well as mid-session refreshments and lunch. Invoice and confirmation will be forwarded to you.

**10% Early Bird discount if you book before:
20th March 2008. (Discount only applies to full delegate rate).**

Discounted Rates

Available on application for personnel from non-profit making organisations and registered charities.

Group discount available on request.

Conference No. L5-5108

Cancellation Policy:

Over 14 days prior to the Seminar: Cancellation fee of £75.
7/14 days prior to the Seminar: 50% of the fee. Fewer than 7 days or if no notification received: Registrant liable to pay FULL seminar fee.

**NB: Cancellations must be received in writing by
lesley@management-forum.co.uk.**

In the event of circumstances beyond its control, Management Forum reserve the right to alter the programme, the speakers, the date or the venue.

Third annual conference on

MEDIA LAW

Topics to be covered at this event:

- Intellectual Property
- Character Merchandising
- Licensing
- Format Rights: The Law v Reality
- User Generated Content: Legal and Editorial Issues
- The Changing Face of Content Delivery
- What is the Privacy Interest?
- Libel

Chairman:

Philip Herbert Hamlins LLP

Speakers:

Justin Cornish Latham and Watkins LLP

Paul Johnston ICI Paints, UK

Jaron Lewis Reynolds Porter Chamberlain LLP

Sophie Lewis British Sky Broadcasting

Naazneen Schmittzehe Hamlins LLP

Mark Thomson Carter-Ruck

Alastair Wilson QC Hogarth Chambers

5.5 CPD points

30 May 2008
The Rembrandt Hotel, London



AIMS AND OBJECTIVES

This conference offers a practical step by step guide to the legal issues encountered in media, drawing on the specific experience of the speakers. You will be provided with the opportunity to undertake relevant case studies in order to consolidate learning.

With the increase in high profile cases year after year, there’s never been a better time to improve your media law knowledge.

WHO SHOULD ATTEND

Business managers, broadcasting managers, licensing managers, legal advisors, in-house legal professionals and others that either work in, or are connected with, the media industry. This conference is not intended for experienced media lawyers, although is highly relevant to lawyers/solicitors that are relatively inexperienced, either within their role or within the industry.

CHAIRMAN

Philip Herbert is a partner in the Media & IP Department at Hamlins LLP and heads the anti-counterfeiting, merchandise, fashion and trade mark groups. His work covers a wide range of legal areas including trade marks, copyright, design rights, passing-off, image and format rights, gaming, licensing and commercial litigation. He is particularly known in the fields of merchandise exploitation for music (recommended by Chambers and Partners), TV and film properties and anti-counterfeiting. He also has expertise in the high fashion retail, art and photographic industries. His clients include household name individuals and companies in the TV and film world, brand owners, High Street retailers and the trade body to the Music Merchandise Industry(which he formed) created to pool resources and rights of action against merchandise piracy.

SPEAKERS

Justin Cornish is a senior associate in the London office of Latham and Watkins. His practice focuses on technology, intellectual property, media and commercial law including the procurement and exploitation of broadcasting technology, creative content and digital media; content carriage and broadcasting service agreements; and complex information technology and business process outsourcing projects. Justin provides legal advice to a wide range of clients in the media and leisure industries as well as financial institutions, multi-national providers of IT services, telecoms providers and public sector services providers.

Paul Johnston is a Patent and Trade Mark Attorney with nearly 30 years experience of working with intellectual property (including patents, trade marks, registered designs, copyright and database rights) to protect consumer products. This has included not only securing the rights, but also defending and enforcing them.

Jaron Lewis is Partner in the Media Group of Reynolds Porter Chamberlain. He is a specialist in media law, recently returning to private practice after eight years as a senior in-house litigator for the BBC. He acts for broadcasters, newspapers and web publishers and his experience includes libel, privacy/confidence, reporting restrictions, production orders and freedom of information. He has also handled wider commercial contract disputes involving the media sector, for example on sports rights and the supply and distribution of media content.

Sophie Lewis began her career at Freshfields Bruckhaus Deringer. There she qualified into the Intellectual Property and Information Technology Department where she worked on a variety of contentious and non contentious IP/IT matters. After three and a half years she decided to move in-house and in 2003 she joined British Sky Broadcasting where she now works as a Senior Legal Advisor in the Content and Copyright team. She has worked closely with the business on Sky One, Sky Movies and Sky News channel matters across the breadth of Sky platforms, advising on issues

relating to rights acquisition, channel distribution, production, talent and marketing. Most recently she has advised on the structure and viability of new product offerings via Sky’s new media platforms such as Sky Anytime on PC/TV and the increasingly complex world of security and copy protection.

Naazneen Schmittzehe is a Solicitor for Hamlins. She has a strong IP background and is qualified as a Solicitor in both the UK and Hong Kong. She has worked for leading IP law firms namely, Rouse International and Simmons & Simmons. More recently, Naazneen has worked in-house for Reckitt Benckiser PLC.

She has over ten years post qualification experience in non-contentious and contentious IP and has managed and advised major corporations such as Apple and Coke on their trade mark portfolios to enhance and protect well known brands. Naazneen was responsible for and involved in high profile international anti-counterfeiting programs for major brand owners in China and Hong Kong.

Mark Thomson is a Partner at Carter-Ruck. He specialises in all aspects of media law, including defamation, human rights and privacy and acts for both claimants and defendants. Mark also practices in the areas of copyright and passing off and does media regulatory work.

Since joining Carter-Ruck Mark has represented numerous high profile clients including: Ewan McGregor, Caprice, Jude Law, Sienna Miller and Sophie Anderton in various matters. He represented Caprice in a successful libel action against The Sun and also Carlton Television in a successful libel action against the News of the World concerning the Cook Report.

Mark also recently acted for Loreena McKennitt in the ground breaking privacy action *McKennitt V Ash*, which has developed and clarified the law of privacy.

Alastair Wilson QC is Joint Head of Chambers at Hogarth Chambers. He specialises in all aspects of intellectual property and commercial disputes with a technical aspect. Over the years Alastair has become familiar with many different technologies, ranging from mechanical devices to microbiology. His experience of copyright and confidential information has led to appearances in a number of important privacy cases. He appears in the Technology and Construction Court, and has also appeared in a number of computer law and electronics cases. Arising out of Express Newspapers v Liverpool Evening Post, he also advises on Lottery and Gaming matters.

DOCUMENTATION

Delegates will receive a course material folder containing comprehensive documentation provided by the speakers, which will be a valuable source of reference for the future.

Law Society Accreditation – 5½ hours

Please quote ref. CJA/MAFO.

ATTENDANCE LIMITED – EARLY REGISTRATION RECOMMENDED

This limitation, a unique feature of all MANAGEMENT FORUM seminars, will give participants the opportunity for a thorough discussion of the complex issues to be covered by the programme.

A Certificate of Attendance for Professional Development will be given to each participant who completes the course.

PROGRAMME

- 09.30 ▶ Chairman’s Introduction
- 09.35 ▶ Intellectual Property
 - The role of IP in protecting business creativity and business reputation
 - IP and the media industry
 - Building and managing IP portfoliosPaul Johnston
- 10.15 ▶ Character Merchandising
 - Types of property - cartoon characters, fictional film characters, celebrities/sports stars
 - Opportunities – preparation, exploitation and protection
 - The future – increasing significance of merchandise, interactive merchandising, character responsibilityPhilip Herbert
- 10.45 ▶ Coffee
- 11.00 ▶ Licensing
 - In a world of innovation and creation - what are you licensing? Brands? Character merchandising? Is the property adequately protected by IP rights?
 - The deal and ensuring the intention of the parties is properly documented in a licence agreement
 - Key considerations in any licence agreementNaazneen Schmittzehe
- 11.45 ▶ Format Rights : The Law v Reality
 - Introduction
 - What are Format Rights?
 - What is the law and what is reality?
 - Protection and exploitation
 - Practical steps
 - Making use of other IP rights
 - Taking advantage of licence termsJustin Cornish
- 12.30 ▶ Lunch
- 13.45 ▶ User Generated Content: Legal and Editorial Issues
 - The legal pitfalls and how to resolve them
 - Securing the rights that you need
 - Regulatory risks - from terrorism to data protection
 - The relationship with audiencesJaron Lewis
- 14.30 ▶ The Changing Face of Content Delivery
 - Picture of TV consumption over last few years
 - Shift from single linear platform world to on-demand environment
 - Challenges to licensing rights / legal structureSophie Lewis
- 15.15 ▶ Tea
- 15.30 ▶ What is the Privacy interest
 - Examples of ECourt HR jurisprudence
 - “Early” English cases
 - A developing tort of infringement of privacy
 - Where we are nowAlistair Wilson
- 16.15 ▶ Libel
 - Sources for recent changes in libel
 - Domestic Law and UK privacy cases
 - What is responsible journalism and reportage?
 - Changes in qualified privilege
 - Fair Comment
 - Rule against prior restraint in libel
 - Bonnard .v. Peryman [1891] 2 Ch 269Mark Thomson
- 17.00 ▶ Questions and Close of Seminar