



Loyola Law School
Loyola Marymount University
Los Angeles

LMU LOYOLA LAW SCHOOL & SFTV PARTNER WITH IP LAW GROUP FOR FORUM ON TECH, LAW & ENTERTAINMENT

Los Angeles – LMU Loyola Law School and LMU School of Film and Television are partnering with the Los Angeles Intellectual Property Law Association (LAIPLA) to host “[TechTainment 5.0: Technology + Entertainment](#)” on Thursday, Oct. 3, from 9:30 a.m.-5 p.m. at the LMU Playa Vista Campus. The symposium will engage scholars, lawyers, innovators and students in solving the legal and business issues raised by augmented reality, the expansion of electronic sports and the challenges presented in distinguishing truth from fiction.

Experts from across the university play critical roles in the annual dialogue, and this year is no exception. Following LMU SFTV Dean Peggy Rajski’s opening remarks, university professors and fellows will anchor a string of panels. Examining the impact of screen time on our everyday lives, “Electronics Overload” will open the substantive portion of the conference with such panelists as Joseph Hellige, LMU professor of psychology, and Mikki Kressbach, assistant professor of Film, Television, and Media Studies, SFTV.

Later in the day, LLS Professor Rebecca Delfino, whose scholarship has focused on the growing problem of “deep fakes,” will offer her views during “Dealing with the Faux.” The panel will be moderated by Professor Justin Hughes, William Matthew Byrne, Jr. Chair at LLS. And Adjunct Professor Tracey Freed ’05 will helm “Rebooting the Studio,” which will focus on the technologies most apt to disrupt Hollywood.

Members of the LMU community have been a crucial component of TechTainment since its 2015 launch. Other past speakers have included LLS Dean Michael Waterstone and LLS Professors Jeffery Atik and Karl Manheim. Last year, the panel “Is Classic Media Adapting to the New Media Universe” featured LLS alumni Kirk Pasich ’80, co-founder, Blue Élan Records; and Marty Willhite ’97, vice chairman, Tulco, LLC

A must-attend event for content producers, studio executives and those who represent them, the symposium will include a continental breakfast and end with a networking reception. The LMU Playa Vista Campus is located at 12105 E. Waterfront Drive in Playa Vista. The daylong event will include several networking breaks for source development and idea exchange. Learn more at <https://www.laipla.net/techtainment-5-0/>. Journalists who wish to attend should RSVP to Brian Costello, LLS director of marketing & communications, at brian.costello@lls.edu, 213-736-1444 (o) or 310-902-9560 (c).

TECHTAINMENT 5.0 AGENDA:

8:30-9:30 a.m. – Registration and Continental Breakfast

9:30-9:40 a.m. – Opening Remarks

- Peggy Rajski, Dean, LMU School of Film & Television

9:40-10:40 a.m. – Electronics Overload

With entertainment redefined as IRL (“In Real Life”) and more addictive than ever, how will/can technology and entertainment companies balance the competing interests of consumers and shareholders?

- **Jason Ablin**, Ablin Education
- **Joseph Hellige**, Professor of Psychology, Loyola Marymount University
- **Mikki Kressbach**, Assistant Professor of Film, Television & Media Studies, LMU School of Film and Television,
- **Claudine Sokol**, Vice President, Media Commercial Advertiser/Agency Services, Nielsen
- **Moderator: Mark Treitel**, Quinn Emanuel

10:40-11 a.m. – Networking Break

11-11:30 a.m. – What’s Next: Predicting How Technology Will Impact Entertainment

Technology and business models are constantly evolving in the entertainment industry. How did past TechTainment predictions fare, and what are some new forecasts?

- **Fabio De Sa Cesnik**, Cesnik, Quintino & Salinas
- **Dan Stone**, Partner, Greenberg Glusker

11:30 a.m.-12:30 p.m. – eSports The Evolution from Game Consoles to Cereal Boxes, Coliseums & World Championships

With double-digit growth in videogame and other electronic tournaments expected for the foreseeable future, what opportunities and hurdles does the eSports industry face?

- **Erika Georgiou**, Associate General Counsel, FaZe Clan
- **Chris Shim**, Chief Executive Officer, AZYT Global Talent
- **Mary Tuck**, Vice President, Legal, Activision Blizzard
- **Jason Woo**, General Manager and Chief Strategy Officer, Next Generation Esports (NGE)
- **Moderator: David Randall**, shareholder, Brooks Kushman

12:30-1:45 p.m. Lunch Keynote Address – Augmented Reality: The Singularity is Now

Are your clients ready for a world where content producers can freely compete across distances, languages and cultures?

- **Gary Schuster**, independent inventor with 200-plus patents

1:45-2:45 p.m. – Rebooting the Studio

Technology has always been at the forefront of entertainment, What are the technologies most likely to disrupt the studio entertainment business, and what are their corresponding opportunities and challenges?

- **Jonathan Ansell**, Executive Vice President, Deputy General Counsel and Corporate Secretary, CBS Corporation
- **Clint Baisden**, Counsel, Business & Legal Affairs, Brat Inc.
- **Eva Feder**, Senior Vice President, Business & Legal Affairs, Lionsgate
- **Tim Lee**, Principal Counsel, The Walt Disney Company
- **Moderator: Tracey Freed '05**, Freed Law, P.C., and former Assistant General Counsel, Sony Pictures Entertainment

3-4 p.m. – Dealing with the Faux

What can be done about ‘fake news’ – and how can legitimate news providers prevent their brands from being coopted by it? How can we sensibly fight “deep fake” pornography in which celebrities are made to appear in online sex scenes, or when actors’ digital avatars appear in movies they did not agree to make?

- **Rebecca Delfino**, Professor, LMU Loyola Law School
- **Jeff Hermes**, Deputy Director, Media Law Resource Center
- **Ben Sheffner**, Senior Vice President & Associate General Counsel, Copyright & Legal Affairs, Motion Picture Association of America,
- **Eugen Volokh**, Professor, UCLA School of Law
- **Danielle Van Lier**, Assistant General Counsel, Intellectual Property & Contracts, SAG-AFTRA
- **Moderator:** Justin Hughes, Hon. William Matthew Byrne, Jr. Chair, LMU Loyola Law School

4-5 p.m. – Reception

About LMU Loyola Law School

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.

About Loyola Marymount University

Loyola Marymount University, the University of Silicon Beach, is ranked No. 64 among top national universities by U.S. News and World Report, placing LMU among the top five Jesuit universities in the country and in the top six private universities in California. Founded in 1911, LMU is a Catholic, Jesuit and Marymount university with more than 6,500 undergraduate students and more than 3,000 graduate and law students. LMU offers 61 undergraduate majors and 55 minor programs, along with 49 master’s degree programs, three doctorate programs and 13 credential/authorization programs. LMU’s intercollegiate athletics teams compete in the West Coast Conference with 22 Division I and varsity sports. LMU news and events are found at: www.lmu.edu/news.