



DOWNLOADTM

DIGITAL TECH CONFERENCE | OCTOBER 25, 2016 | NEW YORK

AGENDA & SPEAKERS

dwt | DIGITAL
COUNSEL

WELCOME



DOWNLOAD™ | NY 2016

Welcome to DWT's 4th annual DOWNLOAD of legal issues in the digital landscape. For all industries, digital platforms and technology are now critical business drivers. They shape how companies create and market products, how data is used, and the very environments in which we digitally interact. But new technologies also create tricky legal minefields.

At DOWNLOAD, we help you navigate those legal issues and get smarter about digital technology. This year, we explore many new frontiers – taking you from digital content issues to class action litigation; from tracking technologies to the revolutionary blockchain; and from virtual reality to digital China.

Not just your ordinary conference, we hope you enjoy a dynamic day filled with thought leaders, professional networking, practical solutions, interactive dialogue, and fun along the way.

The digital ecosystem is changing.

Do you have the latest DOWNLOAD?

ABOUT

DAVIS WRIGHT TREMAINE LLP

Davis Wright Tremaine is a full-service law firm, with approximately 550 attorneys, representing some of corporate America's most recognizable names. With offices in the technology corridors of New York, the Bay Area, Seattle, and Washington, D.C./Northern Virginia and in the media centers of New York and Los Angeles, we try cases for the world's leading technology companies and resolve matters involving online, mobile, and newer technologies for consumer products companies, media companies, and motion picture studios. Many of our lawyers have had previous careers as in-house counsel or previously worked as engineers, researchers, editors, or corporate officers or managers in the industries we serve. This means we understand the pressures that confront in-house counsel and are well-placed to provide counsel to help companies meet their business goals.

DWT DIGITAL COUNSEL

You're busy growing your business. You want legal support that builds value and doesn't break the bank. Lawyers who anticipate obstacles — and remove them. Who are on track with your goals. Who maximize your success with customers, investors, business partners, employees, and regulators.

That's why clients turn to DWT Digital Counsel — New York. We're a full-service law firm, with a wide variety of clients. Our team has the agility to navigate markets that are disrupting daily. And the depth to handle whatever comes up.

When you're seizing an opportunity, you need lawyers who get it right the first time.



DAVIS WRIGHT TREMAINE

"Innovative Law Firm of the Year"

BY ILTA FOR SECOND CONSECUTIVE YEAR

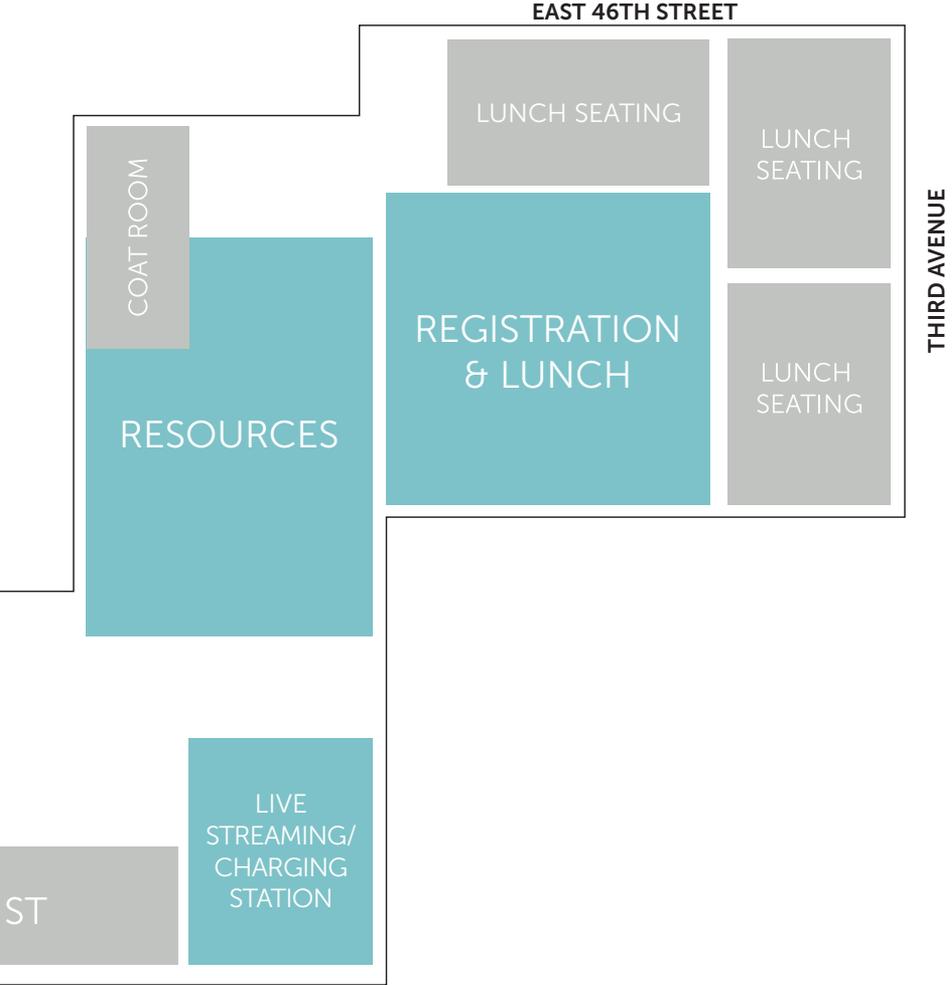
OVERVIEW

8:00 - 9:00 AM	BREAKFAST + REGISTRATION
9:00 - 9:20 AM	Welcome: Initiate DOWNLOAD
9:20 - 9:40 AM	A Digital Life New Platforms for Business Growth
9:40 - 10:30 AM	The Inside Track Marketing & Privacy Issues with Tracking Technology
10:30 - 11:20 AM	Online Content Liability How to Use Digital Content and Stay Safe
11:20 - 11:30 AM	BREAK
11:30 AM - 12:40 PM	Digital Class Trends in Class Action Litigation Involving Digital Technology
12:40 - 1:30 PM	LUNCH
1:30 - 2:20 PM	Beyond Blockchain Distributed Networks for All Industries
2:20 - 3:20 PM	Reality Redefined An Introduction to Virtual and Augmented Reality
3:20 - 3:30 PM	BREAK
3:30 - 5:00 PM	Digital China How U.S. Companies Can Reach China's Growing Digital Consumers
5:00 - 5:15 PM	DOWNLOAD Complete Closing Remarks & Tweet of the Day Awards
5:15 - 7:00 PM	COCKTAIL RECEPTION

FLOOR PLAN

Convene, 17th Floor





AGENDA

8:00 - 9:00 AM

BREAKFAST + REGISTRATION

9:00 - 9:20 AM

WELCOME: INITIATE DOWNLOAD

SPEAKER:

Allie Nicholson, Partner, Chair, Communications,
Media and Intellectual Property Practice, Davis Wright Tremaine LLP

9:20 - 9:40 AM

A DIGITAL LIFE

New Platforms for Business Growth

SPEAKER:

Jimmy Nguyen, Partner, Davis Wright Tremaine LLP

9:40 - 10:30 AM

THE INSIDE TRACK

Marketing & Privacy Issues with Tracking Technology

Marketing departments are constantly finding new ways to use technology to reach customers but need to stay on track with the law. This session will help you understand the latest technologies for online ad and device tracking and marketing to consumers, the rules for using these technologies, and how to minimize legal risk. Through an interactive discussion and online demonstration, you will learn how your organization can make the most of advances in technology, including:

- Getting to know your e-commerce and m-commerce customers – what data do you want to collect?
- Tracking users' online activity, personal device use and physical location – how, when and where do you want to reach your customers?
- Collecting and combining data – how do you use social media, contests, promotions and third parties?
- Customizing the mobile experience for your customer – how do you incorporate privacy and security by design?

PANELISTS:

Steve Kim, Legal Counsel, Global Head of Ads, Revenue & Marketing Team, Spotify

Peter A. Lerner, Partner, Sabin, Bermant & Gould LLP

Jane G. Pollack, Chief Advertising Counsel, Citigroup Inc.

Jurgen Van Staden, Vice President for Policy and Technology, Network Advertising Initiative

MODERATOR:

Courtney K. Stout, Counsel, Davis Wright Tremaine LLP

AGENDA

10:30 - 11:20 AM

ONLINE CONTENT LIABILITY

How to Use Digital Content and Stay Safe

All businesses now create and host online content – on their websites, mobile apps, social media and other digital platforms. That means every company has exposure to content liability risks that media and entertainment companies have faced for years. This session will provide practical guidance to navigate the thicket of copyright, trademark, privacy, right-of-publicity and defamation issues when businesses host online content. Special focus will be given to emerging risks from new technology capabilities such as:

- IP and right-of-publicity risks with social media postings and branded content
- Copyright issues with emojis, emoticons and GIFs
- Clearance issues with live-streaming
- Interactive computer services and protection under Communications Decency Act Section 230

PANELISTS:

Karen Segall, Senior Vice President, People Operations & General Counsel, Electus Digital at IAC

Steven Weissman, Vice President & Deputy General Counsel, Time Inc.

Bradford Young, Assistant General Counsel, TripAdvisor LLC

Kelli Sager, Partner, Davis Wright Tremaine LLP

MODERATOR:

James Rosenfeld, Partner, Davis Wright Tremaine LLP

11:20 - 11:30 AM

BREAK

11:30 AM - 12:40 PM

DIGITAL CLASS

Trends in Class Action Litigation Involving Digital Technology

Digital technology and data exponentially expand the ability to reach consumers. But they have also increased the risk of consumer class action litigation. Leading litigators will advise how businesses can avoid litigation exposure by reviewing top class action trends involving:

- The federal Video Privacy Protection Act and Michigan's Video Rental Privacy Act
- False advertising claims in the digital world
- Telephone Consumer Protection Act and mobile messaging
- New Jersey's Truth-in-Consumer Contract, Warranty and Notice Act (TCCWNA) and online terms of use
- Online ticketing issues: accessibility for people with disabilities
- Class certification issues and the *Microsoft v. Baker* Supreme Court case
- BONUS TOPIC: Access to data in foreign cloud storage servers

PANELISTS:

Daniel M. Mandil, Senior Vice President, Deputy General Counsel, Viacom Inc.

Gina Moon, Senior Counsel, Litigation, Uber Technologies Inc.

Richard Patti, Senior Vice President & Associate General Counsel, Live Nation Entertainment

Stephen Rummage, Partner, Davis Wright Tremaine LLP

MODERATOR:

Jimmy Nguyen, Partner, Davis Wright Tremaine LLP

12:40 - 1:30 PM

LUNCH

AGENDA

1:30 - 2:20 PM

BEYOND BLOCKCHAIN

Distributed Networks for All Industries

When the bitcoin cryptocurrency first appeared seven years ago, few expected that its implications would stretch beyond virtual currency and online payments. Yet over the past few years, the underlying framework that powers bitcoin – known as blockchain technology – has spawned intense investment and development for usage across diverse industries.

A blockchain is a decentralized, distributed ledger of transactions that have been verified using cryptographic functions. Technology innovators are exploring how to use this concept of distributed networks – which eliminate “middlemen” – for applications that can transform many industries from media and entertainment, online advertising, e-commerce, the supply chain, the Internet of Things, energy grids, and insurance.

This session will educate you about this exciting shared future, as the panelists discuss:

- What is blockchain technology and how do distributed networks work?
- New technological innovations and how they will impact many industries
- Legal issues triggered when business is conducted via distributed networks

PANELISTS:

Michael Casey, Senior Advisor, Digital Currency Initiative, MIT Media Lab

Carlos Mendez, Partner, Crayhill Capital and Director, Monegraph Inc.

Yorke E. Rhodes III, Global Business Strategist/Blockchain & Identity, Microsoft Corporation

MODERATOR:

Lance Koonce, Partner, Davis Wright Tremaine LLP

2:20 - 3:20 PM

REALITY REDEFINED

An Introduction to Virtual and Augmented Reality

Virtual reality is the “it” technology. While not surprising, early adopters are games and adult entertainment, and virtual reality is being used to enhance storytelling, allowing a user to share a day in a refugee camp, swim the Great Barrier Reef, or have VIP seats to “Hamilton.” Virtual reality and augmented reality also have the promise to transform many industries beyond entertainment — with other uses of the technology, including the ability to give instant access to information, remove screens from our desks, and offer new ways to socialize and explore our surroundings.

Find out where we are now, what’s coming, and what the legal issues will be as companies in all sectors explore the new virtual reality.

PANELISTS:

Sam Dolnick, Associate Editor, Digital, *The New York Times*

Don McGowan, General Counsel, The Pokémon Company International

Richard Soule, Chief Revenue Officer, Ripple Collective, East Coast Representatives for Jaunt Inc.

John Textor, Executive Chairman of the Board, Pulse Evolution Corporation

MODERATOR:

Kraig Baker, Partner, Davis Wright Tremaine LLP

3:20 - 3:30 PM

BREAK

AGENDA

3:30 - 5:00 PM

DIGITAL CHINA

How U.S. Companies Can Reach China's Growing Digital Consumers

China has experienced a digital transformation and now has the world's largest population of digital consumers. The country has more than 600 million internet users, with 500 million of those on mobile devices – with still much more room to grow. This has led to increasing demand for an array of digital services – such as social networking; instant messaging; e-commerce and online shopping; mobile payments; online auction portals; and even cloud services. For the modern Chinese consumer, technology has created a digital way of life.

No surprise. Global companies eye China – and its booming digital consumer base – as an important growth market for their products and services. This two-part session will provide guidance on how U.S. companies can do business, and navigate challenges, in China's digital ecosystem.

Part one features a Q&A chat with Gary Locke – former U.S. Ambassador to China, former U.S. Commerce Secretary and former Governor of Washington state – who will share unique insight from his years of experience interacting with the Chinese government. This will be followed by a roundtable with leading in-house counsel. Throughout their discussions, Gov. Locke and the panelists will examine:

- Digital market opportunities to reach China's netizens
- Competitive challenges and potential partnerships with Chinese companies
- Dealing with the Chinese government
- Future outlook for digital China

FEATURED SPEAKER:

Gary Locke, Former U.S. Ambassador to China, former U.S. Secretary of Commerce and former Governor of Washington State

PANELISTS:

Robert E. Baensch, President, Baensch International Group Ltd. and Director of Publishing Programs, SUNY Global Center

Ayala Deutsch, Executive Vice President and Deputy General Counsel, NBA Properties, Inc.

Robert Lister, Chief Legal Officer & Chief Business Development Officer, IMAX Corporation

MODERATOR:

Robert Balin, Partner, Davis Wright Tremaine LLP

5:00 - 5:15 PM

DOWNLOAD COMPLETE

Closing Remarks & Tweet of the Day Awards

5:15 - 7:00 PM

COCKTAIL RECEPTION

TODAY'S SPEAKERS



Robert Baensch

President | **Baensch International Group Ltd.**
Director of Publishing Programs | **SUNY Global Center**

Robert E. Baensch is President of the Baensch International Group Ltd., with a special focus on international publishing, startup, and turnaround management, and is also the Director of Publishing Programs for the SUNY Global Center in New York. He has served 11 years as the Associate Professor of Publishing and is the former Director of New York University's Center for Publishing. Robert was previously Senior Vice President for Marketing for Rizzoli International Publications Inc. Prior to that, he was Director for Publishing at the American Institute of Physics, responsible for more than 60 journals, a book program, print publishing, and database online information services. Robert was also Vice President-Marketing of Macmillan Publishing Company where, in addition to a full range of marketing/sales responsibilities, he directed the Macmillan Software Company and English as a Second Language Multimedia Program. He also held roles as President of Springer Verlag New York, and Vice President and Director of the International Division of Harper & Row Publishers Inc. Robert started his publishing career with the McGraw-Hill Book Company, where he was manager of the Translation Rights Department and Editorial Director of the International Division. Robert is the editor of the book "The Publishing Industry in China" and the Editor for the *Publishing Research Quarterly* journal. He received a B.A. from The Johns Hopkins University and a SEP from Stanford University Graduate School of Business.



Michael Casey

Senior Advisor, Digital Currency Initiative | **MIT Media Lab**

 @mikejcasey

Michael Casey is a Senior Advisor for the Digital Currency Initiative at MIT's Media Lab. A writer and researcher in the fields of economics, finance, and digital-currency technology, most of Michael's career was spent as a journalist, including 18 years at *The Wall Street Journal* where he was a senior columnist covering global economics and markets. At the WSJ, Michael and colleague Paul Vigna launched the influential "BitBeat" column on digital currency trends. Michael is the author of three books, including *The Age of Cryptocurrency: How Bitcoin and Digital Money are Challenging the Global Economic Order*, which he co-authored with Paul Vigna.



Ayala Deutsch

Executive Vice President and Deputy General Counsel |
NBA Properties, Inc.

Ayala Deutsch is Executive Vice President and Deputy General Counsel of NBA Properties, where she is responsible for managing commercial legal affairs and intellectual property matters for the National Basketball Association (NBA) and its affiliated leagues, including the global acquisition, protection and enforcement of intellectual property rights belonging to the NBA, the Women's National Basketball Association (WNBA), the NBA Development League (NBA D-League), and their respective teams. Her specialties include trademark law, copyright law, and technology law. Prior to joining the NBA in 1998, Ayala was an associate at Cleary, Gottlieb, Steen & Hamilton LLP in New York, where she specialized

TODAY'S SPEAKERS

in intellectual property litigation and arbitration. Currently, Ayala is Treasurer and a member of the Board of Directors of the International Trademark Association and serves as an adjunct professor of sports law at Cardozo School of Law. Ayala received her J.D. from New York University School of Law.



Sam Dolnick

Associate Editor, Digital | **The New York Times**

 @samdolnick

Sam Dolnick is an Associate Editor in *The New York Times* newsroom where he oversees a number of projects including leading the newsroom's digital transition, the audio unit, and NYT VR, The Times' virtual reality unit. In 2015, Sam was a leader on a cross-disciplinary team that produced the newsroom's first VR film, "The Displaced", and distributed 1.3 million cardboard VR headsets in what was widely described as "VR's first mainstream moment." Sam now oversees the VR team, which has published more than 15 VR films. NYT VR has won numerous awards, including two Cannes Lion Grand Prix awards. "The Displaced" was nominated for an Emmy in July. Previously, Sam was the newsroom's lead editor for mobile, and before that he was the deputy sports editor. His yearlong investigation into New Jersey's halfway houses won a George Polk Award for Justice Reporting and the Worth Bingham Prize for Investigative Reporting. He was also a finalist for the 2012 Livingston Award, given to the best journalists in the country under 35 years old. Prior to joining The Times in 2009, Sam worked for the Associated Press as a correspondent in New Delhi and a reporter in New York. He began his career as a reporter for the *Staten Island Advance*. Sam received a B.A. from Columbia University.



Steve Kim

Legal Counsel, Global Head of Ads, Revenue & Marketing Team | **Spotify**

Steve Kim is an attorney at Spotify and the lead lawyer in charge of supporting and scaling Spotify's global ads, revenue, and marketing efforts. Before joining Spotify, Steve was an attorney and part of the U.S. Executive team at Criteo, a leading global performance advertising technology company. Previously, Steve was the main attorney supporting the digital marketing and social media teams at the Estée Lauder Companies. Steve began his career at Ballard Spahr as an associate in the intellectual property department. He earned his J.D. from Villanova University and a B.A. from Georgetown University.



Peter A. Lerner

Partner | **Sabin, Bermant & Gould LLP**

Peter Lerner is a Partner at Sabin, Bermant & Gould LLP, counseling the firm's media and communications clients on a wide range of matters primarily concerning independent contractors and freelancers, multiplatform consumer subscription marketing, solicitation and payments, pricing, data privacy and security, distribution and dispatch systems, consumer protection and deceptive practices, and e-commerce. A member of the firm's litigation committee, Peter advises on disputes and litigations, manages relations with outside counsel, and consults with clients on general operational and evolving business issues. Prior to joining Sabin, Bermant & Gould, Peter litigated matters in federal court for the General Litigation Division of the New York City Law Department, Office of the Corporation Counsel.

TODAY'S SPEAKERS



Robert D. Lister

*Chief Legal Officer and Chief Business
Development Officer | **IMAX Corporation***

Robert Lister joined the company in May 1999 as Senior Vice President, Legal Affairs and General Counsel, and was appointed Chief Legal Officer & Chief Business Development Officer in January 2012. Previous to that, Mr. Lister held the position of Senior Executive Vice President and General Counsel since December 2007 and has held various other positions within the company including Executive Vice President, Business & Legal Affairs, Corporate Communications and General Counsel and Executive Vice President, Legal and Business Affairs and General Counsel. Prior to joining the company, Mr. Lister was Vice President, General Counsel and Secretary of Clearview Cinemas, a film exhibitor, from March 1998 until his employment with the company. From 1996 to 1998, Mr. Lister served as Associate General Counsel of Merit Behavioral Care Corporation, a behavioral healthcare company. Mr. Lister serves on the Board of Directors of TCL-IMAX Entertainment Co., Ltd., a joint venture of TCL Corporation and the company, and until March 2016, served as its Chairman. Mr. Lister is a member of the New York State Bar Association.



Gary Locke

*Former U.S. Ambassador | **China**
Former U.S. Secretary of Commerce
Former Governor | **Washington State***

Gov. Gary Locke is an advisor and consultant for Davis Wright Tremaine. He consults with DWT's domestic and international clients in several key areas, including:

- Trade, regulatory, and investment policy issues at the local, state, national, and international levels, and
- Providing guidance and direction on doing business in China and in the United States.

Gov. Locke's unique understanding of the complexities in the U.S.-China political and economic relationships has earned him the trust and respect of an inner circle of business and government leaders in both countries who value his insight.

He has demonstrated a remarkable ability to function within the highest levels of the top Chinese government. For example, Gov. Locke served as the co-chairman of the Washington Welcoming Committee for the Seattle visit of PRC President Xi Jinping in September 2015. In 1997, Locke met with President Jiang Zemin. They enjoyed several more meetings over the next few years. In 2004, Locke visited at length with President Hu Jintao in Beijing. They had met initially when Hu was vice president. As a result of these relationships, in 2006, Gov. Locke was asked by the Chinese Ambassador to the United States, Ambassador Zhou Wenzhong, to plan and coordinate a visit to Washington state by PRC President Hu Jintao. The event was a resounding success.

TODAY'S SPEAKERS



Daniel M. Mandil

Senior Vice President, Deputy General Counsel |
Viacom Inc.

As Viacom Deputy General Counsel, Daniel Mandil is responsible for managing Viacom's large and strategic litigation and regulatory matters worldwide and for coordinating other litigation at the company and its subsidiaries. He also oversees the privacy, cybersecurity, real estate and corporate housekeeping functions of the company. Before joining Viacom, Daniel was the Senior Executive Vice President, General Counsel and Chief Content Protection Officer for the Motion Picture Association of America (MPAA). Before that, he served as Executive Vice President, Global General Counsel of Sony BMG Music Entertainment, the corporate predecessor of Sony Music. For many years before that, he was a litigation partner in the New York offices of Covington & Burling and its predecessor firms. After graduating from Columbia University Law, School where he was Editor-in-Chief of the Law Review, Daniel began his legal career as a law clerk to then-Judge Ruth Bader Ginsburg at the DC Court of Appeals, followed by a clerkship with Supreme Court Justice Sandra Day O'Connor.



Don McGowan

General Counsel | **The Pokémon Company International**

Don McGowan is General Counsel of The Pokémon Company International Inc. He is responsible for all aspects of business and operational areas of the Pokémon brand outside of Japan, as well as all other activities of the company. Among many highlights of his eight years with the company, Don led the deal

behind Pokémon GO and negotiated the company's feature-film deal with Legendary Pictures. Don was previously lead attorney for Microsoft Game Studios (all first-party Microsoft-published video games for Xbox and PC) as well as for licensed products and merchandising. He also had responsibilities for retail and brand marketing and for the XNA Developer Tools environment. Don also worked in Microsoft's Security and Policy department, handling security protocols for the Xbox 360 console, Windows Vista, and Longhorn Server. Earlier in his career, Don was a litigator at the Montreal offices of Osler, Hoskin & Harcourt and Stikeman Elliott. In addition to his role at Pokémon, he is an adjunct professor of Entertainment Law at the University of Washington.



Carlos Mendez

Partner | **Crayhill Capital**

Director | **Monegraph Inc.**

Carlos Mendez is a Managing Partner at Crayhill Capital Management LLC in New York City, an alternative asset-management company focused on asset-based investments. A key area of focus for the firm is media rights, with investments in major studio slate financing, secondary film & music rights portfolios, and the monetization of media production tax rights. He serves on the Board of Directors of Monegraph Inc., a blockchain media-focused software company.

TODAY'S SPEAKERS



Gina Moon

Senior Counsel, Litigation | **Uber Technologies Inc.**

Gina Moon is Senior Counsel, Litigation at Uber Technologies Inc. Prior to joining Uber, Gina worked at Gibson Dunn & Crutcher LLP and Clarence Dyer & Cohen LLP, where she advised and defended clients in complex litigation matters and criminal investigations/ prosecutions. Gina also clerked for the Honorable William Alsup in the Northern District of California and has served as a court-appointed Special Master in the Northern District of California. She obtained her J.D. from Columbia University and her B.A. in Science, Technology & Society from Stanford University.



Richard Patti

Senior Vice President and Associate General Counsel | **Live Nation Entertainment**

Richard Patti is Senior Vice President and Associate General Counsel at Live Nation Entertainment. His duties include management of the company's global litigation docket along with governmental and regulatory affairs, compliance, and dispute resolution. Richard performed these same duties as Assistant General Counsel at Clear Channel Entertainment, which he joined in 2002 and which in 2005 spun off from Clear Channel to become Live Nation. In the 1990s, Richard served as General Counsel to the Texas Comptroller in Austin, where he was the Comptroller's chief legal officer and supervisor of nearly 50 agency attorneys. Previously, Richard was in private practice as a civil trial attorney in Texas.

Richard holds a J.D. from the University of Houston and a B.A. in Business Administration from the University of Texas at Austin. In law school, he won First Place and the Best Speaker award in both the intramural mock trial and moot court competitions.



Jane G. Pollack

Chief Advertising Counsel | **Citigroup Inc.**

Jane Pollack is Citigroup's Chief Advertising & Sponsorship Counsel. She leads the legal team that supports all of Citi's advertising and consumer marketing activities, including entertainment marketing, public relations, and sponsorships. Her team supports all marketing done by Citi's branded credit cards, retail bank, mortgage, and personal wealth management businesses. As part of her role, Jane works on Citi's sponsorships of Team USA, Citi Field, Citi Bike, Citi Open, and others. In prior roles at Citi, Jane counseled the company's rewards and cards advertising teams. Jane started her career focusing on advertising legal issues as an associate in the Competition and Intellectual Property & Media Law practice groups at Weil, Gotshal & Manges, LLP. She previously served as the General Counsel at FAIR Health Inc., a not-for-profit organization, and as an associate in the Advertising, Marketing & Media Law practice group at Manatt Phelps & Phillips LLP. Jane was a James Kent Scholar at Columbia University School of Law and graduated with honors from Wesleyan University.

TODAY'S SPEAKERS



Yorke E. Rhodes III

Global Business Strategist/Blockchain & Identity |

Microsoft Corporation

 [@yorkerhodes](https://twitter.com/ayorkerhodes)

Yorke E. Rhodes III is a passionate technologist with broad interests, always drawn to the next new shiny object. Yorke has worked in the industry for over 20 years, including for large software enterprises such as Microsoft and IBM, as well as startups in wireless, mobile, digital marketing and e-commerce. He had a short stint on the client side at Goldman Sachs Investment Bank building their first wireless internet ingress and advising bankers in wireless, telecom and media. His perspectives are informed by his experiences as a young software developer where he witnessed the beginnings of client server databases, the OS/2 demise, clamshell laptops, obscure languages like ada, lisp and paradox, and the birth of the internet as we know it today. While ignoring bitcoin for many years, his interest was piqued by blockchain during the summer of 2015 with the launch of ethereum. He is currently on his second tour at Microsoft working on partner and corporate strategy around blockchain and looking at various levers to help mature and accelerate this exciting nascent industry. Yorke is also an Adjunct Professor at NYU in the Masters of Integrated Marketing & Leadership programs where he has taught Digital Marketing, e-commerce and Intrapreneurship and is currently developing a course on the usercentric economy called #OurNextEconomy. Yorke earned a B.S. in Computer Science from NYU's Courant Institute of Mathematical Sciences.



Karen Segall

Senior Vice President, People Operations & General Counsel | **Electus Digital at IAC**

As SVP, People Operations & General Counsel at Electus Digital (an IAC Company), Karen Segall is responsible for overseeing all people operations and legal matters for the multimedia studio Big Breakfast, as well as for the websites CollegeHumor, Dorkly and WatchLoud. Much of Karen's work at Electus is devoted to legal issues related to the production and distribution of branded content on behalf of its advertising partners and its own original content via online and television platforms. Prior to joining IAC, Karen was an associate at the boutique entertainment firms Sloss Eckhouse LawCo and Franklin, Weinrib, Rudell and Vassallo, LLP where her practice focused on the television and film industries. Originally from Baltimore, Karen is a graduate of the University of Pennsylvania Law School and Emory University.



Richard Soule

Chief Revenue Officer | **Ripple Collective, East Coast Representatives for Jaunt Inc.**

Dick Soule is a global media executive who has successfully launched startup businesses and driven revenues for established branded print, television, and new media, domestically and internationally for Samsung Smart TV, Google/YouTube, MTV, Sony Pictures, IDG (International Data Group), and Turner Broadcasting. Highlights of Dick's career include living in Singapore for eight years building MTV Asia's global sales force in India, Japan, Indonesia, Hong Kong, Malaysia, the Philippines, South Korea, Taiwan and Thailand. Another milestone includes being the

TODAY'S SPEAKERS

first hire for YouTube in NYC as head of global sales. Billings grew from a few hundred thousand dollars to more than \$2B in the course of Dick's YouTube career. In May 2016, Dick joined Ripple Collective LLC as Chief Revenue Officer. Under his tenure as CRO, Dick has led rapid growth for the company, along with signing Jaunt VR as a client.



John Textor

Executive Chairman of the Board |

Pulse Evolution Corporation

 [@JohnTextor](https://twitter.com/JohnTextor)

John Textor is Executive Chairman of Pulse Evolution Corporation (PLFX), a pioneer and leading developer of hyperrealistic digital humans for holographic live performances, virtual reality, augmented reality, and artificial intelligence. John is widely credited as the pioneer of the new industry of Holographic Entertainment, responsible for the 2012 appearance of Virtual Tupac Shakur at the Coachella Valley Music Festival and the performance of Virtual Michael Jackson at the 2014 Billboard Music Awards. John is currently active in the development of entertainment properties across a broad spectrum of venues and technology platforms. In addition to his leadership in the extended uses of photo-realistic, digital humans, he is also currently a Producer of "Art Story," an original animated feature film currently being developed by Disney veteran filmmaker Aaron Blaise. John was previously Chairman and CEO of Digital Domain, the predecessor to Digital Domain (HKSE: 547). Together the companies were responsible for the visual effects of more than 80 large scale feature films, 25 of which were completed during John's leadership, including such films as "Transformers,"

"Tron: Legacy," and "Pirates of the Caribbean at World's End." During his leadership, Digital Domain experienced a doubling of its revenues in just three years, was re-established as a market leader in visual effects, winning multiple Academy Awards, CLIO advertising awards, and, importantly, being recognized as the first visual effects company to deliver a believable digital human actor in "The Curious Case of Benjamin Button." This achievement, known as the "Holy Grail of Animation," earned the company a 2009 Academy Award for Achievement in Visual Effects. John is a graduate of Wesleyan University.



Jurgen Van Staden

Vice President for Policy and Technology |

Network Advertising Initiative

 [@IP_JURGEN](#)

Jurgen J. Van Staden is Vice President for Policy and Technology for the Network Advertising Initiative (NAI). He is responsible for driving policy initiatives for the third-party digital advertising ecosystem, including the NAI's recent guidance on the use of next-generation digital advertising technologies and the linking of users' devices. Jurgen is also part of NAI's Compliance Team, a team of attorneys that evaluate NAI members' compliance with the NAI Code of Conduct. In addition to his J.D., Jurgen holds an LL.M. in Intellectual Property Law from The George Washington University Law School and a Masters in Computer Science from the University of Tulsa's Institute for Information Security. Jurgen is also registered European legal and technical data protection expert under the EuroPriSe seal program.

TODAY'S SPEAKERS



Steve Weissman

Vice President & Deputy General Counsel | **Time Inc.**

Steve Weissman is Vice President & Deputy General Counsel for Time Inc., where he heads the content, IP and advertising practice legal group, dealing with libel, privacy, First Amendment, and all other reporting and publishing-related matters for the company. Previously, he was Executive Director, Legal and Business Affairs for iPublish.com, the e-publishing division of the Time Warner Book Group (now, the Hachette Book Group), and before that, Assistant General Counsel and Assistant Secretary at Random House Inc. He is a member of the Section 108 Study Group which was commissioned by the Library of Congress to prepare findings and make recommendations for revisions to the reproduction exceptions provided to libraries and archives under the U.S. Copyright Act in light of new technologies. Steve is also an Adjunct Professor at The John Marshall Law School in Chicago and the Publishing Certificate Program at the City University of New York, teaching Publishing & Media Law. He received his J.D. from New York Law School and an LL.M. in Trade Regulation from NYU Law School, where he was a Donald L. Brown Patent Fellow.



Bradford Young

Assistant General Counsel | **TripAdvisor LLC**

 [@cusebrad](#)

Brad Young is Assistant General Counsel for TripAdvisor, the world's largest travel site. Since joining TripAdvisor in 2012, he has been responsible for the company's global litigation and intellectual property matters and regularly provides counsel on topics concerning defamation, intermediary liability, product development, marketing and privacy. Brad's practice also includes managing international, federal, state and local regulatory matters, as well as advising on pending legislation and government affairs. Prior to joining TripAdvisor, Brad practiced at Paul Hastings LLP where he represented a broad range of companies in commercial and intellectual property litigation, as well as advising clients in the consumer goods, financial and e-commerce industries with respect to their IP portfolios. He is an alumnus of Syracuse University and Boston University School of Law.

DWT SPEAKERS



Kraig Baker

Partner | **Seattle**

kraigbaker@dwt.com | 206.757.8007

 @bakek

Kraig Baker focuses on advising clients and providing assistance with licensing transactions across the full range of issues in media, entertainment, technology, sports, advertising, privacy, social media, and Internet matters, with a particular emphasis on mobile, digital media and entertainment. He is also an adjunct professor to the Masters in Digital Media Program in the School of Communications at the University of Washington, where he has taught classes on “Digital Media Law and Policy” since 2001 and teaches the law section of the Advanced Interactive Marketing and Digital Publishing certificate programs at the university.



Robert Balin

Partner | **New York**

robbalin@dwt.com | 212.603.6440

Rob Balin represents clients in all aspects of media law, including defamation, privacy, news-gathering torts, First Amendment issues, copyright and trademark litigation, and contracts. Rob handles complex litigation for multinational and national corporations, including publishers, broadcasters, and new media.



Lance Koonce

Partner | **New York**

lancekoonce@dwt.com | 212.603.6467

 @LHKoonce

Lance Koonce specializes in intellectual property litigation and counseling for clients in the advertising, publishing, music, television/film, fashion, and consumer products fields and has extensive experience analyzing the implications of emerging technologies. As a litigator, he has 20 years of experience trying complex commercial cases in state and federal court, including jury trials. Lance writes and speaks frequently on IP and technology issues and is the founder of the CreativeBlockchain.com blog, which focuses on how blockchain technology intersects with the creative industries. Lance is also a member of DWT's Breach Response Team.



Jimmy Nguyen

Partner | **Los Angeles**

jimmynguyen@dwt.com | 213.633.8643

 @JimmyWinMedia

Jimmy Nguyen is a "360 degree" lawyer who handles litigation, transactions, and counseling work involving intellectual property, entertainment, digital media, sports, advertising, privacy, and technology. He is especially versed with issues for online, social media, mobile, and other digital technologies. Jimmy is also a Certified Information Privacy Professional/US and technology advisor.

DWT SPEAKERS



Alexandra Nicholson

*Partner, Chair, Communications, Media and Intellectual Property Practice | **New York***
allienicholson@dwt.com | 212.603.6433

Allie Nicholson focuses her practice on trademark, copyright, and other intellectual property issues for many of the country's leading media and entertainment companies. Allie's trademark practice centers on worldwide brand-management protection and enforcement, transactions, and strategic planning. She has extensive experience in trademark selection, clearance, registration, maintenance, licensing, enforcement, and litigation. Allie handles the management and enforcement of many worldwide intellectual property portfolios, including providing general counsel on a full range of trademark, copyright, content review, and advertising issues.



James Rosenfeld

*Partner | **New York***
jamesrosenfeld@dwt.com | 212.603.6455

Jim Rosenfeld litigates and counsels on media, intellectual property, and Internet law – including copyright, trademark, right of publicity, invasion of privacy, defamation, and commercial matters. He represents book, magazine, and newspaper publishers, television and radio broadcasters, and a wide array of Internet content and service providers, including the operators of blogs and other online publications; the licensors of images, footage and music; and the publishers of news, health, technology, education, and travel websites. Jim is experienced in all aspects of litigation and arbitration and equally adept at avoiding and resolving disputes.

He has a particular expertise in digital media law, advising clients on issues unique to content providers on the internet and other new platforms, including the DMCA and CDA legal immunities for user-generated content, liability arising from linking, framing and aggregation, and issues relating to online advertising, social media and piracy. He seeks to understand clients' businesses thoroughly and shapes legal strategies to fit their competitive goals.



Stephen Rummage

Partner | **Seattle**
steверummage@dwt.com | 206.757.8136

Steve Rummage represents clients in complex litigation and appeals, with an emphasis on class action defense. In more than 35 years of practice, he has defended a variety of matters, including consumer class actions, securities fraud claims, right of publicity actions, complex contract disputes, and construction matters. His work has included leading roles in some of the region's most significant litigation, ranging from the Washington Public Power Supply System bond default in the 1980s, the Exxon Valdez oil spill litigation in the 1990s, and the Washington Mutual Securities Litigation in the most recent decade. Steve represents clients from a variety of industries, including software, financial services, telecommunications, digital media, leisure travel, and major league sports. In addition to his trial practice, Steve has argued dozens of appeals in state and federal courts, including high profile cases that established Washington law on issues ranging from class actions to securities to land use. He is widely regarded as one of the region's most effective oral advocates.

DWT SPEAKERS



Kelli L. Sager

Partner | **Los Angeles**
kellisager@dwt.com | 213.633.6821

Kelli Sager has more than 30 years of litigation experience representing television and radio broadcasters, cable companies, motion picture producers and distributors, newspapers and magazines, book authors, Internet companies, and Web publishers, both at the trial and appellate level of federal and state courts. Her practice encompasses all areas of media and entertainment litigation, including defamation, privacy, idea-submission claims, access, prior restraint, reporter's shield laws, copyright and trademark law, and Internet law.



Courtney K. Stout

Counsel | **Washington, D.C.**
courtneystout@dwt.com | 202.973.4238

Courtney Stout is a seasoned privacy and security attorney, with over 20 years' experience advising clients in the technology, data security, and financial services industries. She counsels on a multitude of privacy and data security matters, including consumer disclosure and protection, data ownership and use restrictions, PCI DSS compliance, EU privacy and data protection, third-party vendor requirements, cybersecurity, and data security obligations. Courtney routinely conducts data breach assessments and prepares compliance programs for clients, and advises clients regarding "best practices" to reduce the risks associated with data security in both traditional commercial contracts and strategic m-commerce and e-commerce initiatives. Courtney is also part of DWT's Breach Response Team (dwt.com/IncidentResponse).



The Association of Media and Entertainment Counsel

The Association of Media & Entertainment Counsel (AMEC) is the only organization of its kind. Now celebrating its 10th Anniversary, AMEC is designed to support the career development and honor the achievements of in-house counsel and business affairs attorneys at major entertainment and media companies.

Media & Entertainment Insights magazine covers the latest developments in the business and legal aspects of the entertainment industry.

Learn more at theamec.org.



New York In-House Counsel

New York In-House Counsel is New York's premiere professional networking group exclusively for in-house attorneys. The group was established for in-house counsel, by in-house counsel and has one simple mission: To conduct outstanding, free Continuing Legal Education presentations and networking events for its members on a monthly basis. NYIHC works with top law firms and industry-leading service providers to create free CLE programs of particular interest to the in-house community, as well as valuable networking opportunities for its members and sponsors alike.

NYIHC is exclusive to attorneys who are currently employed full-time as in-house corporate, public interest and government counsel. Membership and the group's regular monthly events are free.

Qualified attorneys can join by visiting the group's website at meetup.com/New-York-In-House-Counsel.

PARTNERS



NY Tech Alliance

The mission of the NY Tech Alliance is to represent, inspire, support, and help lead the New York technology community and ecosystem to create a better future for all. Created through the merger of NY Tech Meetup and the New York Technology Council, the organization has over 60,000 individual and institutional members, reflecting the full spectrum of the greater New York area tech community and making it the largest tech organization in the region. Led by CEO Jessica Lawrence Quinn and President Erik Grimmelmann, and Chaired by Andrew Rasiej, the NY Tech Alliance continues the work of its predecessor organizations, hosts a monthly meetup at NYU's Skirball Auditorium as well as educational and social events, and continues to focus programming and advocacy efforts on issues important to the technology sector and New York.

Learn more at nytech.org.



#DWTDOWNLOAD

@DWTlaw



Davis Wright
Tremain LLP