

Gamer Technology Law | Beverly Hills

Monday • March 9, 2009

- 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 Maintaining Revenue Flows in a Difficult Economy: Are Player Demographics Changing? Who is Buying What Kind of Games? Where Are Consumers Going to Purchase Them? What Does That Imply for Distribution Deal Structures?**  
Current distribution trends, including new platforms such as the iPhone; peripheral gaming on sites like Facebook; the evolving economics of digital distribution, impact of industry layoffs on content generation; emergence of independent developers  
**Russell G. Weiss, Esq.**, *Moderator*  
Morrison & Foerster LLP ~ Los Angeles, CA  
**Kevin Kebodeaux**, *Vice President, Distribution (?)*  
WB Interactive ~ Burbank, CA  
**Jim Kennedy**, *Executive VP, Business and Legal Affairs (?)*  
THQ, Inc. ~ Agoura Hills, CA  
**Joe Keene (?)**  
ng:moco ~ ^Location
- 10:15 Break**
- 10:30 Worldwide Development: Case Study of "Star Wars: The Force Unleashed"**  
Logistics and pitfalls of using multiple development resources and licensed technology to release first-class, full budget, mass-market games, on-time, on-budget, and on all viable platforms; dealing with increased development costs and bandwidth dilution  
**Haden Blackman**, *Executive Director (?)*  
LucasArts ~ San Francisco, CA  
**Douglas Reilly, Esq.**, *Senior Counsel (?)*  
Lucas Arts ~ San Francisco, CA
- 11:30 Special Address on the State of the Industry: A Big Picture View of What Has Happened in the Past Year and What Will Be Shaping the Industry Here and Abroad in the Coming Year**  
How we can expect the political and economic environment to change in terms of funding for new
- development projects; domestic and international intellectual property protections; offshore development, competition, and consumer markets  
**Michael D. Gallagher**, *President and CEO (?)*  
Entertainment Software Assoc ~ Washington, DC
- 12:15 Lunch (on your own)**
- 1:30 The Evolving Relationship Between the Music and Video Game Industries: Are Games Now Selling Music or is Music Selling Games? How are the Deal Terms Evolving?**  
Franchise creation and market changing activities arising from Guitar Hero and Rock Band: Taking advantage of evolving market dynamics; lessons from recent transactions; when are games a vehicle for music sales vs. iconic music leading to game success  
**Seth J. Steinberg, Esq.**, *Moderator*  
Attorney at Law ~ San Francisco, CA  
**Steve Schnur (?)**  
EA ~ ^Location  
**Gregory Deutsch**, *Sr. VP, Business and Legal Affairs (?)*  
Activision- Blizzard, Inc. ~ ^Location  
**^Name (Chairs) (?)**  
Red Octane ~ ^Location  
**Monty Sarhan, Esq.**, *Vice President, Business and Legal Affairs (?)*  
MTV Networks ~ New York, NY
- 3:15 Break**
- 3:30 Year in Review**  
Development trends and other events of the past year relevant to the interactive space  
**Sally Jefferson**, *Government Affairs (?)*  
The Entertainment Software Association ~ Washington, DC  
**C.J. Prober (?)**  
VG Holding Corp ~ Menlo Park, CA
- 4:15 Litigation Update: Leading Practitioners Analyze, Debate and Tell You What You Need to Know From the Top Ten Cases of 2008**  
^Case List  
**William Sloan Coats, Esq. (?)**  
White & Case LLP ~ Palo Alto, CA  
**Susan MacIsaac, Esq. (?)**  
Greenberg Glusker ~ Los Angeles, CA



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**Richard J. Idell, Esq. (?)**  
Idell & Seitel, LLP ~ San Francisco, CA

5:30 End of Day

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| <p><b>8:00 Registration and Continental Breakfast</b></p> <p><b>8:30 First Party Roundtable Discussion</b><br/>Representatives of Microsoft, Nintendo and Sony Computer Entertainment speak to the trends and issues with their respective platforms, online activity, digital market place and who will win this round of the platform wars and why<br/><b>Alex Pham, Moderator (?)</b><br/>Los Angeles Times ~ Los Angeles, CA<br/><b>Matthew McClosky (?)</b><br/>Microsoft Corporation ~ Redmond, WA<br/><b>Jacquale Story (?)</b><br/>Nintendo of America ~ Redmond, WA<br/><b>Philip Rosenberg, Executive VP, Business Development (?)</b><br/>Sony Computer Entertainment America Inc. ~ ^Location</p> <p><b>9:30 Current Trends in Online Games and Virtual Worlds</b><br/>Business and legal issues faced by the myriad of online games and virtual worlds that now exist, including: Ganz'Webkinz World for Kids; Microsoft's Xbox Experience; and MMOs such as Blizzard Entertainment's World of Warcraft<br/><b>Seth J. Steinberg, Esq., Moderator</b><br/>Attorney at Law ~ San Francisco, CA<br/><b>Rod Rigole, Esq. (?)</b><br/>Activision- Blizzard ~ ^Location<br/><b>Ginsu Yoon, Vice President, International &amp; General Counsel (?)</b><br/>Linden Lab ~ San Francisco, CA<br/><b>Clinton Foy, Esq., General Counsel, VP (?)</b><br/>Square Enix Inc ~ Manhattan Beach, CA</p> <p><b>10:30 Break</b></p> <p><b>10:45 Winning Patent Strategies for Video Game Companies</b><br/>The Bilski case and what it means for companies concerned about protecting processes; other recent changes affecting patent strategies; potential increase in litigation from companies scouring portfolios for cash; responding to the threat/warning letter<br/><b>G. Hopkins Guy, III, Esq. (?)</b><br/>Orrick Herrington &amp; Sutcliffe LLP ~ Menlo Park, CA</p> <p><b>11:15 Cost Control: Open Source Software and Video Games</b></p> | <p>Legal and software engineer perspectives on how to uncover and avoid the landmines associated with using open source software in the development of video games<br/><b>Christopher McKibbin (?)</b><br/>CDRV, Inc. ~ ^Location<br/><b>Heather Meeker, Esq. (?)</b><br/>Greenberg Traurig, LLP ~ East Palo Alto, CA</p> <p><b>12:15 Lunch (on your own)</b></p> <p><b>1:30 Analyst's Report on What to Expect for Capital Availability and M&amp;A as a Growth or Exit Strategy</b><br/>An analyst's update on capital markets for gamer technology companies and perspectives on best strategies for financing growth into new markets<br/><b>Michael Pachter (?)</b><br/>Wedbush Morgan Securities Inc. ~ Los Angeles, CA</p> <p><b>2:15 Labor and Employment Issues</b><br/>Employment law issues and employee rights that industry participants need to keep in mind during this period of recession and layoffs, starting with the exit interview through employee work for a new and potentially competing company<br/><b>Judith Droz Keyes, Esq. (?)</b><br/>Davis Wright Tremaine LLP ~ San Francisco, CA<br/>IP and departing employees: Determining and controlling who has the rights to what; keeping your trade secrets, avoiding potential pitfalls for new employers<br/><b>Robert W. Payne, Esq. (?)</b><br/>LaRiviere, Grubman &amp; Payne, LLP ~ Monterey, CA</p> <p><b>3:15 Break</b></p> <p><b>3:30 Ethics</b><br/>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<br/><b>Kraig L. Marini Baker, Esq. (?)</b><br/>Davis Wright Tremaine LLP ~ Seattle, WA</p> <p><b>4:30 Evaluations and Adjourn</b></p> |
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