



DOWNLOAD[®]

DIGITAL TECH CONFERENCE | OCTOBER 25, 2017 | **NEW YORK**

AGENDA & SPEAKERS

dwt | DIGITAL
COUNSEL

WELCOME



DOWNLOAD® | NY 2017

Welcome to our fifth anniversary DOWNLOAD NY conference. In the past five years, the digital landscape has advanced dramatically – with the rise of the Internet of Things, wearable devices, virtual reality, blockchain technology, and other exciting innovations. As these technologies progress, the legal questions have grown even more complex.

At DOWNLOAD, we help you navigate those legal issues and get smarter about digital technology. This year, we explore a diverse range of topics – from online equality issues to branded content; from auto-renewing subscriptions to digital marketing for children; from digital music licensing to the new frontier of artificial intelligence.

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

For our returning guests, thank you for supporting DOWNLOAD over the past five years. For new attendees, welcome to the DOWNLOAD journey.

The digital world 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 media centers and technology corridors of New York, the Bay Area, Seattle, Washington, D.C./Northern Virginia, 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 and lawyers who anticipate obstacles — and remove them. You need lawyers who are on track with your goals and 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.

OVERVIEW

8:00 - 9:00 AM

BREAKFAST + REGISTRATION

9:00 - 9:20 AM

Welcome: Initiate **DOWNLOAD**

9:20 - 9:30 AM

Digital Intelligence

9:30 - 10:25 AM

Brand New World

Legal Issues with Brand Integration and Branded Content

10:25 - 11:15 AM

Face the Music

How to Navigate Digital Music Licensing

11:15 - 11:30 AM

BREAK

11:30 AM - 12:30 PM

Not Child's Play

Digital Marketing and Sales of Children's Products and Services

12:30 - 1:30 PM

LUNCH

1:30 - 2:25 PM

Equality Online

Accessibility and Discrimination Issues in the Digital World and Sharing/On-Demand Economy

2:25 - 3:15 PM

Refresh & Renew

Disclosure Requirements for Automatic Renewal of Digital Subscriptions

3:15 - 3:30 PM

BREAK

3:30 - 4:45 PM

A Mind of Its Own

Business, Legal, and Ethical Issues with Artificial Intelligence

4:45 - 5:15 PM

DOWNLOAD Complete

Closing Remarks & Tweet of the Day Awards

5:15 - 7:00 PM

COCKTAIL RECEPTION

AGENDA

8:00 - 9:00 AM

BREAKFAST + REGISTRATION

9:00 - 9:20 AM

WELCOME: INITIATE DOWNLOAD

SPEAKER:

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

9:20 - 9:30 AM

DIGITAL INTELLIGENCE

SPEAKER:

Jimmy Nguyen, Chief Business Officer, nChain Group

9:30 - 10:25 AM

BRAND NEW WORLD

Legal Issues with Brand Integration and Branded Content

In today's short-attention span digital world, consumers increasingly scroll past or ignore traditional display ads. To recapture eyeballs, advertisers from all industries now spend over \$44 billion each year in "content marketing" – integrating their brand story into entertainment content, web video series, media publications, and social media posts that are more organic and feel less like advertising. Brand integration projects also provide new revenue streams for media outlets and producers who get paid by advertisers to create and distribute the content.

Branded content also creates litigation and regulatory compliance risks. This interactive session will help both advertisers and content creators navigate exposure risks in this brand new world, including:

- When is branded content commercial speech or non-commercial speech?
- Right of publicity, intellectual property, and other production clearance issues
- Compliance with FTC Endorsement and Testimonial guidelines, advertising disclosure, and truth-in-advertising laws
- Litigation involving brand integration deals and content

PANELISTS:

Lisa Keith, Vice President & Associate General Counsel, Steve Madden Ltd.

Lynn Oberlander, Executive Vice President & General Counsel,
Gizmodo Media Group LLC

Ravi Sitwala, Senior Counsel, Hearst Corporation

Rachel Strom, Partner, Davis Wright Tremaine LLP

MODERATOR:

Sam Bayard, Partner, Davis Wright Tremaine LLP

AGENDA

10:25 - 11:15 AM

FACE THE MUSIC

How to Navigate Digital Music Licensing

Music makes the world go round – including in the digital world. In every industry sector, companies increasingly face music-usage issues as they create more digital video content, live stream events, and run promotional campaigns. But music licensing can be confusing, raises new complexities in the digital age, and has triggered numerous lawsuits. This session will help you better understand music licensing and avoid legal battles by covering:

- An overview of music rights and licenses
- Unique issues with music in the digital world
- Practical tips for music clearance
- Litigation trends in digital music and how to avoid them

PANELISTS:

Bob Bruderman, Senior Vice President, Global Digital Partnerships, Kobalt Music

David Jacoby, Senior Vice President of Business & Legal Affairs, Sony Music Entertainment

Antionious Porch, General Counsel, Shazam Entertainment Limited

Tres Williams, Senior Vice President, Business & Legal Affairs, iHeartMedia Inc.

MODERATOR:

Rob Driscoll, Partner, Davis Wright Tremaine LLP

11:15 - 11:30 AM

BREAK

11:30 AM - 12:30 PM

NOT CHILD'S PLAY

Digital Marketing and Sales of Children's Products and Services

Digital platforms are effective ways to reach children, market products, distribute content, provide interactive services, and offer games. But this demographic market is not child's play and requires attention to unique sensitivities. Panelists will discuss unique challenges when conducting business related to children online, including:

- Digital marketing to children
- Contractual consent for legal terms and purchases by kids
- Current issues with COPPA compliance and children's privacy
- Product safety issues with digital devices and online services
- Internet safety, parental controls, and managing children's use of digital devices and online services

PANELISTS:

Inna Barmash, General Counsel, Amplify

Nur-ul-Haq, Vice President, Counsel, Kids' Compliance, Viacom

Michele M. Totonis, Director of Legal Affairs, PG2 – LEGO Group

Joshua Wöhle, Chief Product Officer, SuperAwesome Ltd.

MODERATOR:

Linda Steinman, Partner, Davis Wright Tremaine LLP

12:30 - 1:30 PM

LUNCH

AGENDA

1:30 - 2:25 PM

EQUALITY ONLINE

Accessibility and Discrimination Issues in the Digital World and Sharing/On-Demand Economy

The fight for equality has moved online, as anti-discrimination laws are now being applied to operators of websites, mobile applications, and sharing and on-demand economy platforms. Two issues confronting the digital world are:

1. **Online accessibility:** Do website and mobile application operators have obligations to make their products, services, video programming, content, and digital communications systems accessible to persons with disabilities?
2. **Discrimination in the sharing/on-demand economy:** What can sharing and on-demand economy platforms do to prevent racial and other discrimination against users by shared resource (such as car drivers, home rental hosts) or on-demand service providers?

In this thought-provoking session, leading experts will discuss these equality challenges and:

- The legal landscape
- What may be coming down the pike from regulators and advocacy groups
- Practical steps companies can take to address disability and anti-discrimination laws as they operate in the digital age

PANELISTS:

Melanie Goins, Vice President, Associate General Counsel, Care.com Inc.

Kathy Wahlbin, Founder & CEO, Interactive Accessibility Inc.

John M. Magliery, Partner, Davis Wright Tremaine LLP

MODERATOR:

Maria Browne, Partner, Davis Wright Tremaine LLP

2:25 - 3:15 PM

REFRESH & RENEW

Disclosure Requirements for Automatic Renewal of Digital Subscriptions

While subscriptions have long been available for physical products and analog services, digital platforms have sparked a rise in the “subscription economy.” Businesses increasingly seek to engage customers in long-term relationships for digital content and services. By securing consumers into monthly or annual subscriptions, companies generate recurring revenue for digital content (print publications, music, television programs, and motion pictures) and technology services (interactive games, software, applications, cloud storage, and mixed delivery/e-commerce packages such as Amazon Prime).

These services typically ask consumers to agree to auto-renewal provisions, to authorize new fee charges your credit card, and to automatically renew each month, year or other defined period. Companies need to carefully provide adequate notice to consumers of the renewal terms, which trigger a myriad of federal and state laws and can expose subscription providers to government investigations and class action lawsuits. In this session, advertising law and consumer protection experts will guide you through:

- Federal and key state laws that govern automatic renewal of subscriptions
- Advertising and consumer protection requirements for consumer opt-ins and negative options
- Best practices for providing adequate disclosures to consumers
- What to do if you are faced with an FTC or state attorney general investigation or consumer class action lawsuits

AGENDA

REFRESH & RENEW

Disclosure Requirements for Automatic Renewal of Digital Subscriptions

PANELISTS:

Frank Gorman, Assistant Director, Enforcement Division, Federal Trade Commission

Steve Kim, Associate General Counsel, Head of Ads, Revenue & Marketing Team, Spotify

Linda Menzel, Vice President, Legal Affairs & General Counsel, Loot Crate Inc.

MODERATOR:

Marc Roth, Partner, Davis Wright Tremaine LLP

3:15 - 3:30 PM

BREAK

3:30 - 4:45 PM

A MIND OF ITS OWN

Business, Legal, and Ethical Issues with Artificial Intelligence

Artificial intelligence (AI) and machine learning are no longer a sci-fi fantasy. Their era has arrived with computer systems already performing tasks that normally require human intelligence – such as virtual personal assistants (like Alexa on Amazon's Echo device), newswriting bots, and automated digital personal shoppers. This new frontier will continue to expand – as technological leaps will bring AI-powered autonomous vehicles, autonomous construction machines, smart contracts, stock trading prediction systems, supply chain management, medical diagnostics, and countless more applications. Become better prepared for the mind-blowing AI era by learning about:

- Trends and business use cases for AI technology
- How will contract, agency, intellectual property, tort, and other legal concepts apply to actions taken by AI processes?
- The potential impact on the legal services market
- Employment, discrimination, and litigation issues triggered by AI
- Ethical issues with AI

PANELISTS:

Jason Barnwell, Assistant General Counsel, Law Firm Engagement Strategy, Microsoft Corporation

Chris Devaney, Chief Operating Officer, DataRobot

Bill Murray, Vice President, Sales Planning & Strategy, Scripps Networks Interactive

Lawton Penn, Partner, Davis Wright Tremaine LLP

MODERATOR:

Wendy Kearns, Partner, Davis Wright Tremaine LLP

4:45 - 5:15 PM

DOWNLOAD COMPLETE

Closing Remarks & Tweet of the Day Awards

5:15 - 7:00 PM

COCKTAIL RECEPTION

TODAY'S HOSTS



Jimmy Nguyen

Chief Business Officer | **nChain Group**

@JimmyWinMedia

Jimmy Nguyen is Chief Business Officer for the nChain Group of companies - the global leader in research and development of innovations in blockchain technologies. He oversees commercialization of nChain's IP and technology assets, and development of its business relationships; he also manages nChain's IP program, corporate communications, and legal needs. Jimmy joined nChain after a 21-year legal career as an IP and technology lawyer. He also continues to advise other businesses through his NEW WIN DIGITAL legal and advisory practice.

Jimmy is a former partner of Davis Wright Tremaine LLP, where he had a "360 degree" practice handling litigation, transactions, and counseling work across diverse industries. He is also a Certified Information Privacy Professional/U.S. A leader in the legal community, Jimmy was formerly chair of the State Bar of California's IP Law section, co-chaired the Beverly Hills Bar Association's IP, Internet and New Media section, and co-chaired the California Minority Counsel Program. Jimmy has been recognized by Lawdragon as one of the 500 Leading Lawyers in America (2008) and a "dynamo talent," by the Century City Bar Association as "Intellectual Property Lawyer of the Year" (2011), and by the Association of Media & Entertainment Counsel with its Industry Leader Award (2017). For his diversity leadership, Jimmy has been named a "Top 100 Under 50 Diverse Executive Leader" (2015) by Diversity MBA magazine and was inducted into the California Minority Counsel Program's Diversity Hall of Fame (2015).

A national speech champion in college, Jimmy is renowned for his presentation skills. He has been a legal commentator on Good Morning America and TruTV. Covering diversity and innovation topics, he now frequently speaks, blogs, and hosts web series for his JimmyWIN media brand (JimmyWin.com and @JimmyWinMedia on social media) and digital outlets such as The Huffington Post. In some of his most fun endeavors, Jimmy has served as a preliminary judge for three Miss Universe pageants and Miss USA 2016. In 2012, the Huffington Post listed him as one of the "Most Influential LGBT Asian Icons." Through everything he does, Jimmy encourages people to succeed in life and business with the philosophy "Why Fit In? Stand Out and Win."



Alexandra Nicholson

Partner, Chair, Communications, Media and Intellectual Property Practice | **Davis Wright Tremaine LLP**
allienicholson@dwt.com | 212.603.6433

Allie Nicholson is the chair of DWT's Media, Intellectual Property and Technology group. Allie 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.

TODAY'S SPEAKERS



Inna Barmash

General Counsel | **Amplify**

Inna Barmash leads the legal team at Amplify, a K-12 education software and publishing company based in Brooklyn's Dumbo neighborhood. She is responsible for all legal and compliance matters for the organization, including corporate governance, commercial and strategic transactions, intellectual property, licensing, government procurement, mergers and acquisitions, employment, and compliance. Inna also leads the development and support of the company's data privacy and security policies and has played an active role in shaping industry self-regulatory efforts in the area of student data privacy. Prior to joining Amplify, Inna was a corporate associate at Ropes & Gray, representing clients in technology-driven commercial deals and M&A transactions. She graduated from the Cardozo School of Law, where she served as a deputy director of the Squadron Program in Media Law, Society & Technology program. Inna graduated cum laude with a degree in computer science from Princeton University and worked as a technology and management consultant prior to law school.



Jason Barnwell

Assistant General Counsel, Law Firm Engagement

Microsoft

@smuckwell

Jason Barnwell is an attorney in Microsoft's Corporate, External, and Legal Affairs department, resident in the Office of the President. He leads Microsoft's law firm engagement strategy. Jason's work is focused on creating deeper engagement with and more value from Microsoft's outside counsel relationships. He partners with Microsoft's Legal Operations team to

build a virtuous value cycle built upon empowering Microsoft's legal professionals to: select the right partners; teach them about their business; ensure they assemble teams with talent and diverse perspectives; create incentives to innovate and work efficiently; measure partner performance and work quality; and collect, reuse, and build upon knowledge assets. His previous roles at Microsoft include leading the Open Source Software practice group and counseling the Cloud and Enterprise Business. Prior to joining Microsoft, Jason was an associate in the Emerging Companies practice group at Cooley LLP. Before entering law school, he worked as a software engineer developing enterprise software. Jason earned his B.S. in Mechanical Engineering from MIT and his J.D. from the University of Southern California School of Law.



Bob Bruderman

Senior Vice President, Global Digital Partnerships

Kobalt Music

Bob Bruderman is senior vice president, global digital partnerships, at Kobalt Music. He is responsible for leading digital partnership and licensing efforts globally and works with startup digital services as well as with established players, including Amazon, Apple, Google Play, iHeart Media, Pandora, Spotify, SoundCloud, and YouTube, among others. Bob also serves on various industrywide working groups with the National Music Publishers' Association (NMPA), including on a number of legislative, anti-piracy, and rate proceeding matters. He is also engaged in the DDEX Licensing Working Group, which seeks to streamline supply chains in the digital music space. Prior to joining Kobalt Music in 2013, Bob held a variety of positions during his 11 years at Sony Music Entertainment. Bob received his B.A. in communications and philosophy from the University of Miami in Coral Gables, Florida.

TODAY'S SPEAKERS



Chris Devaney

Chief Operating Officer | DataRobot

Chris Devaney, chief operating officer at DataRobot, is responsible for making functions across the company – including marketing, sales, sales operations, DataRobot University, and product – hum in an integrated fashion. Chris has more than 25 years of experience in various sales and operations roles. Most recently, he was one of the earliest account executives at Cloudera, where he managed a strategic relationship with one of the world's largest banks. Prior to Cloudera, Chris had experience founding two companies - PGA Investments and BISG – in addition to holding positions in sales, analytics, and product management at Witness Systems, MicroStrategy, Informix Software, and Systems Engineering at EDS. Chris received his B.B.A. in management information systems from James Madison University.



Melanie Goins

*Vice President, Associate General Counsel
Care.com Inc.*

Melanie Goins is an associate general counsel at Care.com Inc., the largest online destination for finding and managing family care. Since joining Care.com in 2012, she has supported the company's corporate teams on several acquisitions, financings, the company's 2014 IPO, and its current legal matters. Melanie initially assisted the company's Care@Work business, which allows employers to offer a suite of Care.com services as an employee benefit. Melanie worked with the Care@Work team as it established a network of in-home and in-center backup care options, provided legal and regulatory advice on the team's senior care and expert assistance offerings, and led B-to-B



Frank Gorman

*Assistant Director, Enforcement Division
Federal Trade Commission*

Frank Gorman has been an assistant director in the Federal Trade Commission's Enforcement Division since 2010. In that role, he supervises compliance investigations and enforcement litigation. Frank also has served at the Federal Trade Commission as chief of its Criminal Liaison Unit, assistant director for regional operations, counsel to the director, and as a trial attorney. In addition, Frank has worked in private practice and as a legal services attorney. He received his B.A. and J.D. from the University of Connecticut.



Nur-ul-Haq

Vice President, Counsel, Kids' Compliance | Viacom

Nur-ul-Haq is vice president, counsel, kids' compliance at Viacom, where he advises on legal and regulatory compliance with the various laws and regulations relating to children, including the Federal Trade Commission Act (FTC Act), the Children's Online Privacy Protection Act (COPPA), the Children's Television Act (CTA), the Child Protection and Obscenity Enforcement Act of 1988, among

TODAY'S SPEAKERS

others. Prior to joining Viacom, Nur was privacy counsel for NBCUniversal, focusing on privacy and information security matters in the U.S., Canada, and Latin America relating to all divisions of the business, including film, entertainment, cable, digital, theme parks, movie ticketing, and internal business operations. Previously, Nur served as a staff attorney in the FTC's Northeast Regional Office, where he led and participated in investigations and litigations relating to deceptive marketing and advertising practices, anticompetitive practices, and violations of various FTC rules. In that role, Nur also performed extensive consumer and business outreach on privacy, information security, identity theft, consumer credit, and other topics. Nur is a graduate of Georgetown University and Boston University School of Law, cum laude. He is also a member of the American Bar Association sections of Antitrust Law and Science and Technology Law, the New York State Bar Association, the Massachusetts Bar Association, and the International Association of Privacy Professionals.



David Jacoby

Senior Vice President of Business & Legal Affairs
Sony Music Entertainment

David Jacoby is senior vice president of business and legal affairs at Sony Music Entertainment, where he is responsible for managing litigation and advising the Sony Music labels on a variety of intellectual property and contractual matters. He works very closely with Sony Music's Global Digital Business group on music licensing transactions and on content protection and anti-piracy issues. He oversees Sony Music's strategy on issues involving the recapture of copyrights and consults on royalty reporting and audit issues. David regularly engages with the Recording

Industry Association of America (RIAA) on a number of industrywide legislative and legal issues, and is responsible for working with SoundExchange with respect to the company's involvement in various rate-setting proceedings before the Copyright Royalty Board. Prior to joining Sony Music in 2001, he was in private practice at Patterson Belknap Webb & Tyler, and before that, Townley & Updike.



Lisa Keith

Vice President & Associate General Counsel
Steve Madden Ltd.

Lisa Keith is the vice president and associate general counsel of Steve Madden Ltd., where she oversees all intellectual property matters for Steve Madden and its portfolio of brands, including Betsey Johnson, Dolce Vita, and Brian Atwood. She has extensive experience in intellectual property protection for brands. Prior to joining Steve Madden, Lisa was a senior associate at Davis Wright Tremaine LLP, where she represented clients in the fashion, technology, food and beverage, and luxury goods industries. Lisa has written and spoken on legal topics related to trademarks and anti-counterfeiting. She is a member of the New York City Bar Association, where she serves on the Fashion Law Committee and previously served on an INTA committee. Lisa received her J.D. from New York University School of Law and her B.A., summa cum laude, from Brandeis University.

TODAY'S SPEAKERS



Steve Kim

*Associate General Counsel, 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.



Linda Menzel

*Vice President, Legal Affairs & General Counsel
Loot Crate Inc.*

Linda Menzel was named general counsel of Loot Crate Inc., a subscription box company that delivers crates of awesome to those that live and embrace the geek, gaming, and pop culture lifestyles, in June 2015. Linda serves as the chief legal officer of the company and is responsible for all aspects of Loot Crate's legal affairs around the world, including advising the company on subscription commerce compliance matters. Previously, Linda was associate general counsel-licensing business affairs at Playboy Enterprises Inc. for three years. In that capacity, she guided the company through numerous international consumer product, entertainment, land-based entertainment, venue, and retail transactions as well as compliance and trademark matters. She has also served as general counsel for Nervous Tattoo Inc., a consumer product company



Bill Murray

*Vice President, Sales Planning & Strategy
Scripps Networks Interactive*

Bill Murray is the vice president of sales planning and strategy at Scripps Networks Interactive. In his role, Bill oversees the yield management, sales planning, ad product, and programmatic revenue organizations. Prior to joining Scripps in late 2013, Bill was vice president of digital ad operations and programmatic revenue for The Weather Company. From 2004 through 2010 he was with AOL Advertising as vice president of advertiser operations. Bill also has a background in project management and management consulting and served four years in the United States Marine Corps.



Lynn Oberlander

*Executive Vice President & General Counsel
Gizmodo Media Group LLC
[@LynnOberlander](#)*

Lynn Oberlander, executive vice president and general counsel of Gizmodo Media Group, is a leading media attorney and advocate for journalists. Prior to joining Gizmodo, she was the general counsel of media operations for First Look Media, where she led their Press Freedom Litigation Fund. She also spent eight years as the general counsel of the New Yorker. Lynn is a graduate of Yale, where she was an editor on the

TODAY'S SPEAKERS

Yale Daily News, and Columbia Law School. She is a frequent speaker on freedom of expression and media law topics and teaches a graduate course in Media, Corporate Responsibility, and the Law, at The New School in New York. She is the chair of the board of directors of the Media Law Resource Center and the former chair of the Communications and Media Law Committee of the New York State Bar Association.



Antonious Porch

General Counsel | **Shazam Entertainment Limited**

Antonious Porch serves as the general counsel of Shazam, a London-based mobile entertainment company with offices in New York, Chicago, Los Angeles, Sydney, and Berlin. With more than 120 million monthly active users in over 100 countries, Shazam is among the most popular and successful mobile apps in the world, letting people discover, explore, and share music, TV shows, and advertising. Prior to joining Shazam, Antonious served as senior vice president and deputy general counsel at Nickelodeon, spending over a decade at parent company, Viacom. In that role, he oversaw business and legal affairs for U.S. Digital Media, Ad Sales and Marketing, as well as global Consumer Products and Home Entertainment. Antonious supported the creation, production and distribution of Nickelodeon content across major platforms and product categories. In addition, he designed Nickelodeon's compliance strategies for FCC and FTC regulations in the areas of privacy, marketing, and advertising on television, mobile, and websites. Later, he moved to Viacom's corporate office as vice president, senior counsel of technology and kids compliance, where he provided strategic direction and counsel to Viacom on cybersecurity, information technology, and privacy. Antonious is a graduate of Yale College and Columbia Law School and also successfully completed

a cable executive management program at Harvard Business School. He serves on the board of the IRTS Foundation and lives in New York City.



Ravi Sitwala

Senior Counsel | **Hearst Corporation**

Ravi Sitwala is senior counsel at the Hearst Corporation Office of General Counsel. He handles litigation matters in all areas of media, First Amendment, regulatory, and intellectual property law. Ravi has litigated copyright, trademark, and patent matters at Hearst, along with defamation and commercial matters. He also performs pre-publication and pre-broadcast review and intellectual property counseling, including advising on patent strategy and working with corporate counsel on due diligence in connection with potential acquisitions and investments. Ravi works with his clients on regulatory and government relations matters, particularly in the health care sector. He also leads the office technology initiatives including its machine learning projects. Ravi previously worked at Patterson Belknap Webb & Tyler LLP and served as a law clerk for Judge Julio M. Fuentes of the U.S. Court of Appeals for the Third Circuit. He received his B.A. degree from Brown University, where he studied economics and computer science, and his J.D. degree from NYU School of Law.



Michele M. Totonis

Director of Legal Affairs | **PG2 - LEGO Group**

Michelle Totonis is the director of legal affairs for Product Design & Development (PG2) for the LEGO Group of companies. In addition to formulating and executing the company's marketing and entertainment related strategic initiatives, Michele leads the

TODAY'S SPEAKERS

company's engagement on IP development, strategy, protection, and enforcement. In her role, Michele also oversees all IP litigation for PG2, as well as the handling of the full IP portfolio, including patents, copyrights, the world-famous LEGO trademarks, and the policing initiatives for those assets in all realms, such as online commercial and social networking sites. Michele sits on the CARU Advisors Counsel, is an active member of the International Trademark Association (INTA), the American Bar Association, and the Connecticut Bar Association, and is a frequent speaker at legal and business conferences and seminars on intellectual property law, marketing to children, and brand protection. Michele earned her J.D. magna cum laude from the Quinnipiac College School of Law, her B.A. summa cum laude from Columbia University, and her B.S. summa cum laude from Western Connecticut State University.



Kathy Wahlbin

Founder & CEO | **Interactive Accessibility Inc.**

 [@wahlbin](#)

Kathy Wahlbin is an accessibility expert in ADA, Section 508 and W3C WCAG 2.0 compliance, and CEO and founder of Interactive Accessibility. She is an experienced digital media specialist with extensive knowledge of accessibility and usability issues and solutions. She is passionate about creating a world where online communications and technology are simple and universally accessible to all people regardless of ability. Kathy is an invited expert on the W3C WCAG 2.0 Working Group, co-chair of the W3C Mobile Accessibility Taskforce, chair of the International Association of Accessibility Professionals (IAAP) Individual Professional Development Committee, and she leads the Boston Accessibility group.



Tres Williams

Senior Vice President, Business & Legal Affairs
iHeartMedia Inc.

Tres Williams oversees all aspects of iHeartMedia's business relationships with the music and entertainment industry and manages other strategic negotiations for the company. His team partners with recording artists, record labels, music publishers, and television broadcast networks to create and implement contracts for iHeartMedia's events, digital properties, and broadcast operations. Over the past few years he has led the company's music licensing initiatives, including direct radio licenses with Warner Music Group, Big Machine Label Group and others, and oversees all of the licensing for iHeartRadio's recently announced on-demand subscription offerings. He sits on the executive committee of the Radio Music License Committee and helps lead the radio industry in music licensing strategy.



Joshua Wöhle

Chief Product Officer | **SuperAwesome Ltd.**

 [@JoshuaWohle](#)

Joshua Wöhle is chief product officer for SuperAwesome, the world's largest kids' digital media platform. Heading up the company's industry-leading product development strategy, he leads a team of 30+ engineers to create the technology that powers the digital kids' industry. Josh started his first company, a web development agency, when he was just 16; since then he's worked for Richemont International to build their Trademark & Design registration database worldwide, and prior to SuperAwesome, he founded Targetz, a real-time, location-based community marketplace for mobile. Josh has a B.Sc. in Computer Science from King's College London.

DWT SPEAKERS



Sam Bayard

Partner | **New York**

samuelbayard@dwt.com | 212.603.6489

@smbayard

Sam Bayard focuses on media and intellectual property law, assisting clients in a range of matters, including libel, privacy, copyright, trademark, right of publicity, and First Amendment litigation. In addition to his litigation practice, Sam advises television, film, Internet, magazine, newspaper, and book-publishing clients on pre-broadcast and pre-publication legal issues. Sam previously was a fellow at the Berkman Center for Internet & Society at Harvard Law School, where he focused on free-speech issues of importance to online media.



Maria Browne

Partner | **Washington, D.C.**

mariabrowne@dwt.com | 202.973.4281

Maria Browne advises telecommunications and technology companies concerning compliance with FCC rules as well as laws governing accessibility of communications services and equipment and video programming to persons with disabilities. She also advocates on behalf of telecommunications companies before courts, the FCC, state public service commissions, and local regulatory bodies in matters related to broadband and small cell infrastructure deployment.



Robert Driscoll

Partner | **New York**

robertdriscoll@dwt.com | 212.603.6445

Rob Driscoll represents clients in the media, entertainment, technology, and marketing fields, including advertising agencies, digital content services, publishers, e-commerce companies, television networks, and theatrical producers. He regularly handles branded entertainment projects, music licenses, entertainment financing, and production transactions and matters involving social media and emerging media and technologies. Rob also advises clients in a variety of industries on all aspects of advertising, marketing, and promotions law, and has an active intellectual property counseling and licensing practice, including advising on intellectual property aspects of significant commercial transactions.



Wendy Kearns

Partner | **Seattle**

wendykearns@dwt.com | 206.757.8312

Wendy Kearns represents a wide variety of clients in transactional and intellectual property matters. She assists clients with their technology, licensing, marketing, advertising, and promotion needs. Wendy also counsels on retail, payments, branding, distribution, channel sales, and resale matters. Her clients range from well-established and startup technology companies to those in the financial services industries. She has deep experience in cloud and distributed systems and is a frequent speaker on that topic. Wendy also has worked extensively with financial services companies

DWT SPEAKERS

on emerging payment systems, technology transactions, and related intellectual property issues. Wendy has worked as a software developer, software product manager, and a business development manager, in addition to practicing law.



John M. Magliery

Partner | **New York**
johnmagliery@dwt.com | 212.603.6444

John M. Magliery is a seasoned commercial litigator with 15 years of experience in state and federal court, arbitration, and mediation, as well as before regulatory agencies nationwide. His practice focuses on themed retail entertainment attractions, real property, and insurance, including acting as primary U.S. outside counsel for one of the world's largest entertainment attraction companies. John represents his clients in contract, labor and employment, consumer protection, accessibility, leasing, construction, and intellectual property disputes, and advises on a broad range of transactional matters. He has defended Department of Justice ADA investigations, ADA private actions regarding architectural barriers, policy modifications, website accessibility, NLRB charges, and consumer protection class actions, in court and also before the EEOC, the NLRB, and state and local administrative offices. John also litigates many general commercial and business tort matters.



Lawton Penn

Partner | **Seattle**
lawtonpenn@dwt.com | 206.757.8064

After practicing employment law for over 25 years, Lawton Penn now spends most of her days trying not to think like a lawyer. She is passionately dissatisfied with the old dynamic between businesses and their attorneys and is determined to find a better path. Lawton helped launch and is leading the firm's DWT De Novo legal solutions design team. DWT De Novo's legal solutions architects are trained in process improvement and systems design, skilled in data visualization, fearless about applying new technologies to legal work, and eager to bring fresh thinking to the industry. The team has partnered with DWT lawyers and dozens of clients to create new models for legal work that deliver a more comprehensive business solution. She is the firm's Client Service Innovation Partner and a frequent speaker on legal service innovation.



Marc Roth

Partner | **New York**
marcroth@dwt.com | 212.603.6470

Marc Roth is nationally recognized for his expertise on advertising and marketing laws and for his advocacy in defending companies before federal and state regulators. He advises clients in all industries on privacy, social media, sweepstakes, email and mobile marketing, telemarketing, and advertising content and strategy. Marc has particular expertise in the collection and use of personal information in marketing campaigns and the development and management of free trial, negative option, and

DWT SPEAKERS

continuity marketing programs. Previously chief compliance counsel for a Time Warner company and an FTC staff attorney, he draws upon his decades of consumer advertising and marketing law experience when counseling clients. Marc frequently writes and speaks on consumer marketing and privacy issues and chairs the Practising Law Institute's annual TechLaw: The Digital Evolution program.



Linda Steinman

Partner | **New York**
lindasteinman@dwt.com | 212.603.6409

Linda Steinman has more than 30 years of litigation and counseling experience in media, intellectual property, and First Amendment law. She represents a wide range of clients in media and the arts, including book publishers, television production companies, networks, and new media. Her cases involve defamation, privacy/publicity, copyright, trademark, newsgathering torts, reporter's privilege, prior restraint, and other publishing law and First Amendment issues. Linda also regularly provides counseling advice to media clients including pre-publication and pre-broadcasting review of publications, television shows (including reality programming), and documentaries. She also works with clients on intellectual property rights acquisition.



Rachel Strom

Partner | **New York**
rachelstrom@dwt.com | 212.402.4069

Rachel Strom concentrates her practice on media law. She represents media companies in defamation, invasion of privacy, and copyright matters, including researching and writing dispositive motions, taking and defending depositions, questioning trial witnesses, drafting appellate and post-trial briefs, and presenting oral arguments in trial and appellate courts. Rachel also provides counseling and pre-publication advice to television shows, online publications, newspapers, and magazines.

PARTNERS



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.



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 Grimmelmman 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
Tremaine LLP
DEFINING SUCCESS TOGETHER