



# DOWNLOAD<sup>TM</sup>

DIGITAL TECH CONFERENCE | MARCH 1, 2017 | LOS ANGELES

AGENDA & SPEAKERS

**dwt** | DIGITAL  
COUNSEL



WELCOME



# DOWNLOAD™ | LA 2017

Welcome to DWT's 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 online accessibility to tracking technologies; from cloud servers 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.  
**Get 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. 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"**

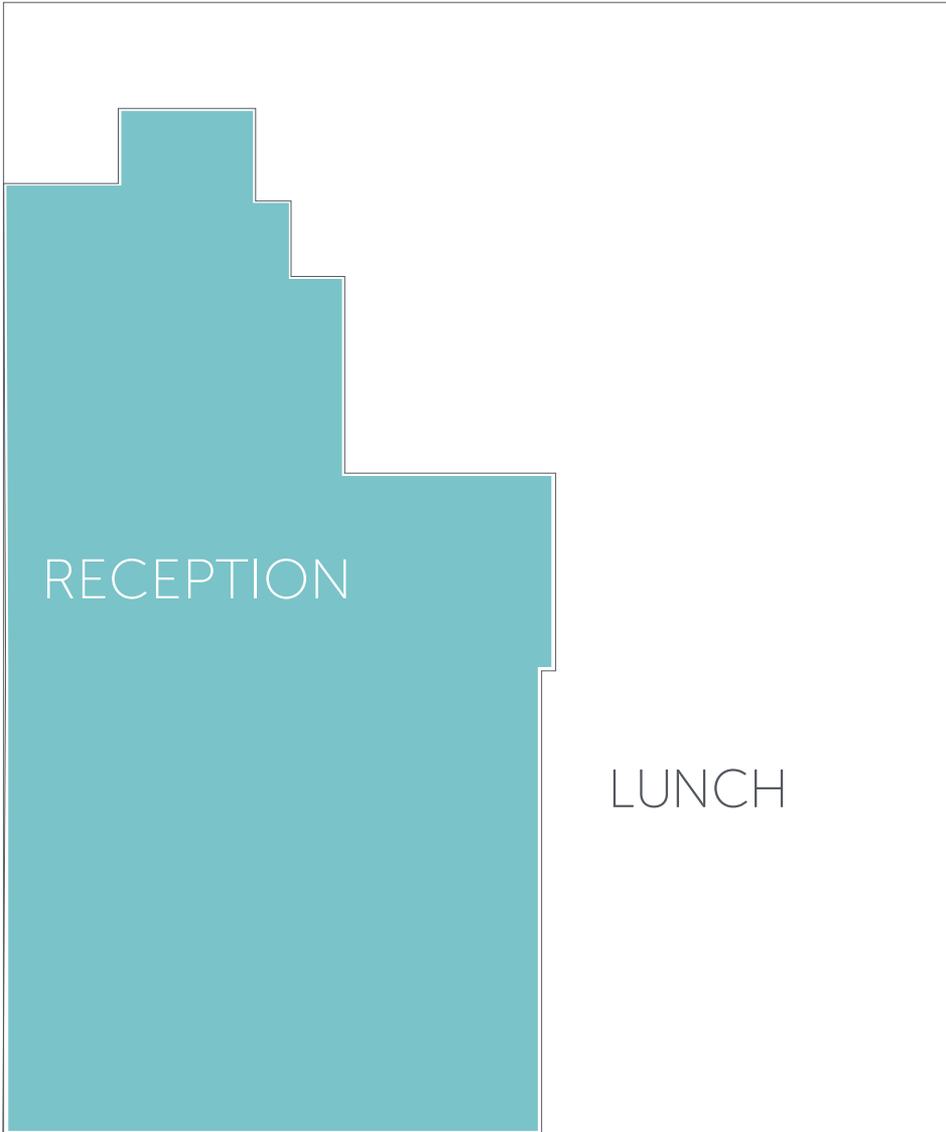
BY ILTA FOR SECOND CONSECUTIVE YEAR

# OVERVIEW

|                     |   |
|---------------------|---|
| 8:00 - 9:00 AM      | <b>BREAKFAST + REGISTRATION</b>   |
| 9:00 - 9:20 AM      | <b>Welcome: Initiate DOWNLOAD</b>   |
| 9:20 - 9:30 AM      | <b>A Digital Life</b><br>New Platforms for Business Growth  |
| 9:30 - 10:20 AM     | <b>Online Content Liability</b><br>How to Use Digital Content and Stay Safe                       |
| 10:20 - 11:10 AM    | <b>Beyond Blockchain</b><br>Distributed Networks for Creative and Other Industries                |
| 11:10 - 11:20 AM    | <b>BREAK</b>  |
| 11:20 AM - 12:20 PM | <b>Digital Class</b><br>Trends in Class Action Litigation Involving Digital Technology            |
| 12:20 - 12:30 PM    | <b>Award Presentation</b><br>Association of Media & Entertainment Counsel's Industry Leader Award |
| 12:30 - 1:30 PM     | <b>LUNCH</b>  |
| 1:30 - 2:15 PM      | <b>Everyone Online</b><br>Accessibility in the Digital Age  |
| 2:15 - 3:05 PM      | <b>The Inside Track</b><br>Marketing & Privacy Issues with Tracking Technology                    |
| 3:05 - 3:15 PM      | <b>BREAK</b>  |
| 3:15 - 3:30 PM      | <b>In the Clouds</b><br>Cloud Servers & Government Access to Data                                 |
| 3:30 - 4:20 PM      | <b>Reality Redefined</b><br>An Introduction to Virtual and Augmented Reality                      |
| 4:20 - 4:30 PM      | <b>BREAK</b>  |
| 4:30 - 5:45 PM      | <b>Digital China</b><br>How U.S. Companies Can Reach China's Growing Digital Consumers            |
| 5:45 - 6:00 PM      | <b>DOWNLOAD Complete</b><br>Closing Remarks & Tweet of the Day Awards                             |
| 6:00 - 7:30 PM      | <b>COCKTAIL RECEPTION</b>   |

# FLOOR PLAN

## SLS Hotel, Main Floor



LUNCH

DOWNLOAD  
LOUNGE

BREAKFAST & RESOURCES

SESSIONS

REGISTRATION

# 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 - 9:30 AM

**A DIGITAL LIFE**

**New Platforms for Business Growth**

**SPEAKER:**

Jimmy Nguyen, Founder, New Win Digital &  
Former Partner, Davis Wright Tremaine LLP

9:30 - 10:20 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, while media and entertainment companies take steps to ensure their branded or user-generated content does not expose them to new liability risks. This session will provide practical guidance to navigate the thicket of copyright, trademark, privacy, right of publicity and defamation issues when businesses produce or host online content. Special focus will be given to emerging issues involving:

- Branded Content and Shoppable Media: Legal and practical considerations
- Live-streaming clearance
- Social Media: Right of publicity, contest clearance and more
- Emojis, emoticons, GIFs and Bot content
- Communications Decency Act Section 230 protection and legislative landscape

#### **PANELISTS:**

**Rebecca Ganz**, Vice President, Business & Legal Affairs, IP & Litigation, Viacom Media Networks

**John Makarewich**, Senior Director, Division Counsel for Litigation & IP, Taco Bell Corp.

**Brian Toombs**, Vice President, Partner Content, Funny Or Die

**Alonzo Wickers**, Partner, Davis Wright Tremaine LLP

#### **MODERATOR:**

**Carla McCauley**, Partner, Davis Wright Tremaine LLP

# AGENDA

10:20 - 11:10 AM

## BEYOND BLOCKCHAIN

### Distributed Networks for Creative and Other 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:

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

**Rik Willard**, Founder & Managing Director, Agentic Group

**James Young**, Chief Technology Officer, VidRoll

#### MODERATOR:

**Lance Koonce**, Partner, Davis Wright Tremaine LLP

11:10 - 11:20 AM

## BREAK

**11:20 AM - 12:20 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
- Advertising & User Communications
  - Telephone Consumer Protection Act and mobile messaging
  - False advertising claims in the digital world
- Laws governing auto-renewals and consumer opt-in for digital subscription plans

**PANELISTS:**

**Kevan Choset**, Head of IP & Litigation, Spotify

**Courtney Hoyt**, Senior Counsel, Litigation, Uber Technologies Inc.

**Christopher Miller**, Senior Vice President & Deputy General Counsel, Universal Filmed Entertainment Group

**Sharon Schneider**, Partner, Davis Wright Tremaine LLP

**MODERATOR:**

**Scott Commerson**, Partner, Davis Wright Tremaine LLP

**12:20 - 12:30 PM**

**AWARD PRESENTATION**

**Association of Media & Entertainment Counsel’s Industry Leader Award**

**PRESENTER:**

**Arnold Peter**, Association of Media & Entertainment Counsel

# AGENDA

12:30 - 1:30 PM

LUNCH

1:30 - 2:15 PM

EVERYONE ONLINE

## Accessibility in the Digital Age

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? Companies increasingly face advocacy pressure and legal claims for violations of civil rights and disability laws if they fail to provide accessible seats for venues, and accessible, navigable website content with auxiliary aids (such as closed or open captioning of video, descriptive narration of content, and text attached to still). This session will discuss:

- The legal landscape
- What may be coming down the pike from the regulators and disability advocacy groups
- How companies can practically address disability laws as they operate in the digital age

### PANELISTS:

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

**Kathy Wahlbin**, CEO & Founder, Interactive Accessibility Inc.

**Tom Burke**, Partner, Davis Wright Tremaine LLP

### MODERATOR:

**Janet Grumer**, Partner, Davis Wright Tremaine LLP

**2:15 - 3:05 PM**

## **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 eCommerce and mCommerce 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:**

**Genie Barton**, Vice President & Director of the Online Interest-Based Advertising Accountability Program, Council of the Better Business Bureaus

**Caroline Elkin**, Senior Director, Legal, Employment & Benefits;  
Chief Privacy Officer, Activision

**Bergitta Trelstad**, Deputy General Counsel, zulily llc

**Christin McMeley**, Partner, Davis Wright Tremaine LLP

#### **MODERATOR:**

**Courtney K. Stout**, Counsel, Davis Wright Tremaine LLP

**3:05 - 3:15 PM**

## **BREAK**

# AGENDA

3:15 - 3:30 PM

## IN THE CLOUDS

### Cloud Servers & Government Access to Data

As more businesses and individuals move to cloud storage, internet service providers hold vast quantities of emails, documents and other electronic records of their customers. When government agencies conduct investigations, they increasingly obtain warrants and other legal process directed to ISPs seeking digital records of the service provider's customer, often without the customer knowing anything about it. The government's warrant practices have raised serious questions, which are the subject of two challenges brought by Microsoft Corporation:

- *Does the Stored Communications Act authorize a U.S. court to issue and enforce a SCA warrant against a U.S.-based service provider for a customer's electronic communications stored on servers located outside the U.S.?* In 2016, the 2nd Circuit answered this question "No" in the "Microsoft Ireland" server case. The case remains active and seems destined to wind up in the Supreme Court.
- *Can the government obtain search warrants and other process compelling production of customer data without notice to the customer, and at the same time prevent the ISP from notifying its customer through the use of indefinite secrecy orders?* This is the subject of a pending case filed by Microsoft in the Western District of Washington, in which Microsoft makes a Fourth Amendment challenge to the SCA's provision authorizing searches of cloud data without notice to the customer, and a First Amendment challenge to the SCA provision authorizing gag orders that prevent ISPs from talking about the legal process they receive. In this session, Microsoft's lead counsel in the Washington case will summarize the legal issues and explain how they affect businesses in every sector.

**SPEAKER:**

Stephen M. Rummage, Partner, Davis Wright Tremaine LLP

# AGENDA

3:30 - 4:20 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:

David Anderman, Chief Business Officer, Jaunt Inc.

Tom Impallomeni, CEO, Virtually Live

Anthony Justman, Vice President & Deputy General Counsel,  
Sony Computer Entertainment America

#### MODERATOR:

Wendy Kearns, Partner, Davis Wright Tremaine LLP

4:20 - 4:30 PM

## BREAK

# AGENDA

4:30 - 5:45 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 1 features a Q&A chat with Gary Locke, former U.S. Ambassador to China, former U.S. Secretary of Commerce 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 & former Governor of Washington State

**PANELISTS:**

**Steve Crown**, Vice President & Deputy General Counsel, Microsoft Corporation

**Scott A. Hampton**, Vice President & General Counsel, Forever 21

**Ira Lam**, General Counsel, Kabam Inc.

**MODERATOR:**

**Robert Balin**, Partner, Davis Wright Tremaine LLP

**5:45 - 6:00 PM**

**DOWNLOAD COMPLETE**

**Closing Remarks & Tweet of the Day Awards**

**6:00 - 7:30 PM**

**COCKTAIL RECEPTION**

## TODAY'S HOSTS



### **Jimmy Nguyen**

Founder | **New Win Digital**

Former Partner | **Davis Wright Tremaine LLP**

 @JimmyWinMedia

Jimmy Nguyen is a former partner of Davis Wright Tremaine LLP, where he had a “360 degree” practice handling litigation, transactions and counseling work involving intellectual property, entertainment, digital media, sports, advertising, privacy and technology. Jimmy is also a Certified Information Privacy Professional/U.S.

After a 21-year legal career, in February 2017, Jimmy launched NEW WIN DIGITAL – providing integrated business development, advisory and legal services to help companies win in the digital age. He is taking on business roles with several digital technology ventures, including: 1) an international business developing innovative blockchain technologies, and 2) ShooWin, which operates a new online reservation marketplace for real fans to lock in face-value tickets to high-demand sports and entertainment events. Jimmy is also a Senior Advisor to Ariadne Capital, a U.K. and Malta-based venture capital and advisory firm.

Jimmy is former chair of the State Bar of California’s Intellectual Property Law Section and former co-chair of the California Minority Counsel Program. He has been recognized by *Lawdragon* as one of the 500 Leading Lawyers in America (2008) and a “dynamo talent,” as “Intellectual Property Lawyer of the Year” (2011) by the Century City Bar Association and with a Founders Award (2009) by the Association of Media Entertainment Counsel. 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). In 2012, the Huffington Post listed him as one of the “Most Influential LGBT Asian Icons.”

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*. And in some of his most fun endeavors, Jimmy has served as a preliminary judge for three Miss Universe pageants and Miss USA 2016.

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 – New York**  
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



### **David Anderman**

*Chief Business Officer* | **Jaunt Inc.**

David is responsible for business and revenue development and dealmaking at Jaunt. Prior to joining Jaunt, David was the COO and General Counsel of Lucasfilm Ltd., where he was responsible for the day-to-day business of Lucasfilm and all of its subsidiaries, including Industrial Light & Magic, Skywalker Sound, and Lucasfilm Animation Singapore. In 2012, he negotiated the \$4 billion acquisition of Lucasfilm by The Walt Disney Company, earning him the Variety Dealmaker of the Year Award. He also negotiated production, distribution, merchandising and licensing deals for Star Wars and Indiana Jones, technology transactions, online ventures, mergers and acquisitions, and real estate development deals for Lucasfilm. David began his career as an intellectual property litigator in Silicon Valley.



## Genie Barton

*Vice President & Director of the Online Interest-Based Advertising Accountability Program |*

**Council of the Better Business Bureaus**

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

Genie Barton is the Vice President and Director, Online Interest-Based Advertising Accountability Program and Mobile Marketing Initiatives. Ms. Barton launched the CBBB's enforcement program which monitors industry compliance with the Self-Regulatory Principles for Online Behavioral Advertising, investigates potentially non-compliant entities, issues decisions regarding compliance, and refers entities that do not come into compliance to the appropriate government agency.

In her former position as Vice President & General Counsel of USTelecom, Ms. Barton advocated for large, midsize and small broadband service providers, where her focus was on the critical issues of privacy, online advertising, broadband classification, network management, and consumer protection. She has 15 years of executive, legislative and judicial branch experience with a strong record of accomplishment and innovation across a broad array of major public policy initiatives.

Before coming to the private sector, Ms. Barton held a number of positions in government, including in the FCC's Wireless Communications Bureau and in the Office of the General Counsel. She also served as Solicitor to the Board of the Congressional Office of Compliance and as legislative counsel in the Office of the General Counsel at the Department of Commerce. Ms. Barton is a co-chair of the Federal Communications Bar Association Committee on Privacy and Data Security.

## TODAY'S SPEAKERS



### **Kevan Choset**

*Head of IP & Litigation* | **Spotify**

 @kevanchoset

Kevan Choset is Head of IP & Litigation at Spotify, the streaming music service. Kevan oversees the global litigation, regulatory, and intellectual property work at Spotify and acts as a trusted advisor to all departments of the company. Kevan's work at Spotify spans intellectual property, privacy, consumer protection, data protection, employment, commercial, regulatory, and other areas of the law. His current playlist of law-inspired songs can be found at <http://spoti.fi/1hKe5tb>.

Prior to joining Spotify, Kevan worked in the Intellectual Property and Litigation department at Viacom Media Networks. He was previously an associate at Davis Wright Tremaine, where he focused on media litigation and counseling. His legal work has included advising The Colbert Report on a daily basis and representing J.D. Salinger in a litigation involving The Catcher in the Rye.

Kevan received his JD and his BA, both with Honors, from Harvard.

Kevan is an avid constructor and solver of crossword puzzles. Twenty-nine of his puzzles have been published by The New York Times and, in 2014, he finished in 15th place nationally at the American Crossword Puzzle Tournament.



## Steve Crown

*Vice President & Deputy General Counsel |*  
**Microsoft Corporation**

Steve is Vice President and Deputy General Counsel for Microsoft Corporation, leading an international team of professionals that contributes to development and interpretation of company-wide policies that support advocacy for Rule of Law and respect for human rights in the conduct of the company's business across the planet. In order to advance company and industry initiatives and public-private partnerships to make the global internet safer, more inclusive, and more trusted, Steve works closely with colleagues and internal clients, and with external parties - companies, academics, investors, civil society, and governments - throughout the world. In his external engagements Steve champions principled solutions that meet competing concerns in a manner salutary to evolution of international laws and norms. Since joining Microsoft in 1997, Steve has served in a variety of executive roles, including as Vice President and Deputy General Counsel for China strategy, for Microsoft Office, and for Microsoft's Entertainment and Devices Division (Xbox, Windows Phone, and television and music services.) A graduate of the University of Washington, Oxford University and the Yale Law School, Steve holds leadership positions on a range of external organizations, including the Seattle Chamber (executive committee and past chair), the Global Network Initiative (executive committee), the International Bar Association Media Law Committee (executive committee), and the Association of American Rhodes Scholars (executive committee and past president). Steve is fluent in English and Russian.

## TODAY'S SPEAKERS



### **Caroline Elkin**

*Senior Director, Legal, Employment & Benefits, & Chief Privacy Officer* | **Activision**

Caroline Elkin is the Chief Privacy Officer and a Senior Director, Legal, Employment and Benefits at Activision Blizzard. Activision Blizzard, a member of the S&P 500, is an interactive entertainment company headquartered in Santa Monica, California. Ms. Elkin heads the global privacy team for Activision Publishing and coordinates the development of Activision's internal data privacy compliance program for Activision Blizzard and its subsidiaries. She is the lead attorney on global data security matters and also provides privacy advice and counsel on global marketing matters. In addition, she advises on employment and benefits matters for the company and handles various state and federal labor and employment matters.

Ms. Elkin was formerly a senior associate in the Los Angeles office of Paul Hastings LLP. Prior to that Ms. Elkin was an associate in the New York office of Weil Gotshal and Manges LLP, and before that, she was a summer associate and associate in the San Francisco office of Morrison & Foerster LLP.

Ms. Elkin is a graduate of Yale University (B.A. 1996 *cum laude*) and Georgetown University Law Center (J.D. 2000). She is admitted to practice in federal and state court in California and New York and also admitted to practice before the Ninth Circuit Court of Appeals.



## Rebecca Ganz

*Vice President, Business & Legal Affairs, IP & Litigation |*  
**Viacom Media Networks**

Rebecca F. Ganz serves as Vice President and head of West Coast Intellectual Property and Litigation at Viacom Media Networks, where she oversees a variety of claims and litigation ranging from copyright and breach of contract disputes to personal injury. Rebecca also handles pre-broadcast review of scripted, unscripted and digital content, and provides legal advice to Viacom channels including BET, CMT, Comedy Central, MTV, Nickelodeon, Spike and VH1.

Prior to joining Viacom, Rebecca was a litigation associate at Katten Muchin Rosenman LLP, where she represented motion picture studios, television networks, production companies and individuals in the music and entertainment industries in copyright, trademark, right of publicity, defamation and breach of contract actions in state and federal court. Rebecca is a graduate of Harvard College, and worked as a photography editor in the magazine publishing industry before attending Loyola Law School.

## TODAY'S SPEAKERS



### **Scott A. Hampton**

*Vice President & General Counsel* | **Forever 21**

Scott Hampton is the Vice President and General Counsel of fashion retailer Forever 21. He oversees their domestic and international legal operations, including intellectual property, product compliance, labor and employment, customs and international trade, real estate, as well as marketing and privacy. The company, known for its trendy and affordable clothing and accessories, started in 1984 with one 900-square-foot store on Figueroa Street in Highland Park. Since then, it has grown into a multibillion dollar enterprise with over 800 stores and over 40,000 employees in over 50 countries worldwide. It is now headquartered on a 36-acre campus in the Lincoln Heights section of Los Angeles, near Dodger Stadium.

In the past five years, Mr. Hampton has helped Forever 21 aggressively expand internationally, with the company opening over 100 stores throughout Europe, Central and South America, the Middle East, Australia and Asia (including China, Hong Kong, Korea, and Japan). The company currently has 20 stores open in China (including flagship stores in Shanghai and Beijing), several large distribution centers, and an expanding e-commerce operation.

Prior to working at Forever 21, Mr. Hampton was in charge of all litigation at online retailer Newegg.com, where he helped combat patent “trolls” (entities that use older patents as weapons in litigation to extort money from businesses) with aggressive tactics, and victories at trial in federal court and in the Court of Appeals. Before Newegg, Mr. Hampton was an IP/business litigator for over 20 years at two law firms in the Los Angeles area.



## Courtney Hoyt

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

 @courtneyehoyt

Courtney Hoyt is senior counsel at Uber, where she manages a range of litigation matters, including consumer protection and other class action lawsuits. She also provides day-to-day counseling and product advice to Uber's growth, product, safety, incident response, policy and communications, business development, and customer support teams. Before working at Uber, Courtney was an attorney at the law firms of Bingham McCutchen and Perkins Coie. Courtney is certified by the International Association of Privacy Professionals (IAPP) as a Certified Information Privacy Professional (CIPP/US).



## Tom Impallomeni

CEO | **Virtually Live**

 @tomimpallomeni

Tom Impallomeni is CEO of Virtually Live ([www.virtuallylive.com](http://www.virtuallylive.com)), based in San Francisco. He moved to the Bay Area from the UK in 2015.

While billions of sports fans watch games on TV, only an estimated 2 percent of fans attended a live game in the past year. Virtually Live's mission is to remove geographical and economic barriers for the remaining 98 percent, enabling fans to experience the magic of live sports as if they were there, in true virtual reality.

Prior to Virtually Live, Tom co-founded and grew a number of high-growth technology businesses, most recently co-founding the world's largest kids and

## TODAY'S SPEAKERS

family network SuperAwesome. Alongside Virtually Live, Tom advises tech startups including Aflete and FireTechCamp.

Tom is a long-standing supporter of Tottenham Hotspur Football Club (Spurs), and he cannot wait to Virtually attend a live Spurs game in their new stadium from the West Coast.



### **Anthony Justman**

*Vice President & Deputy General Counsel |*

**Sony Computer Entertainment America**

Anthony Justman is Vice President – Deputy General Counsel at Sony Computer Entertainment America (SCEA). SCEA markets and sells PlayStation hardware in North and South America and is one of the largest publishers of video game content on PlayStation platforms. Mr. Justman and his team provide legal support to SCEA's marketing, sales, product development, business development, advertising sales and digital platform teams, and he has worked with SCEA's parent company on new platform launches such as PlayStation 4. Prior to joining SCEA in 2007, Mr. Justman was an intellectual property and advertising litigation attorney in the San Francisco Bay Area for more than a decade. He received his law degree from Stanford Law School and clerked on the Ninth Circuit Court of Appeals.



## Ira Lam

*General Counsel* | **Kabam Inc.**

Ira is general counsel at Kabam Inc., a leader in AAA mobile free-to-play games. She manages the day-to-day legal affairs of the company, including strategic business development, mergers and acquisitions, intellectual property portfolio and strategy, licensing, product development, regulatory compliance, and marketing, distribution and publishing.

Ira previously worked at Sony Computer Entertainment America LLC (SCEA), where she oversaw the company's marketing campaigns, advised on intellectual property matters and clearance for games and game assets, and provided transactional support for the PlayStation family of products. Prior to joining SCEA, Ira served as assistant general counsel at Williams-Sonoma Inc., where she advised on marketing and ecommerce issues, corporate governance, and data-privacy matters for the company's portfolio of brands. Ira previously practiced at Cleary Gottlieb Steen & Hamilton in New York and Wilson Sonsini Goodrich & Rosati in Palo Alto, California. She received her law degree from New York University School of Law and B.A. from the University of California, Berkeley.

## TODAY'S SPEAKERS



### 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.



## **John Makarewich**

*Senior Director, Global Counsel for Litigation & Intellectual Property* | **Taco Bell Corp.**

John Makarewich is a Taco Bell Senior Director and its Global Counsel for Litigation and Intellectual Property, responsible for all litigation and intellectual property legal work. John joined Taco Bell in October 2007 as its Franchise Counsel. Prior to that, for several years John was a Senior Vice President and Labor Counsel for a division of General Electric's Consumer Finance business. John began his legal career as an associate for Paul, Hastings, Janofsky and Walker, LLP, in its Los Angeles offices as an employment lawyer. He later moved to Skadden, Arps, Slate, Meagher & Flom LLP, working for about 10 years in its Los Angeles offices. He focused primarily on litigating wage-and-hour class actions and individual employment lawsuits, as well as providing advice and training to his clients. He was Of Counsel in Skadden's Employment Department before moving to GE. John is a graduate of Loyola Law School, Order of the Coif. He completed his undergraduate work at the University of California, Los Angeles.



## **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

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monetization of media production tax rights. He serves on the Board of Directors of Monegraph Inc., a blockchain media-focused software company.



### **Christopher Miller**

*Senior Vice President & Deputy General Counsel |*

**Universal Filmed Entertainment Group**

Christopher Miller joined Universal in January 2017 following its acquisition of DreamWorks Animation. As Deputy General Counsel, he assists in the management of legal issues for the worldwide operations of the film studio, including its global theatrical, home entertainment and consumer products businesses and Fandango, with an emphasis on litigation, compliance and complex IP and technology transactions.

At DreamWorks, Christopher was the Head of Litigation and Technology Law for almost seven years where he managed all aspects of corporate liability and the business and legal affairs relating to the company's technology development, licensing, strategic alliances and related patent portfolio. He previously spent over six years at MGM Studios where he eventually served as Vice President and Associate General Counsel. He started his career as outside counsel for numerous studios, networks and independent producers as a litigation associate at Sheppard Mullin, Akin Gump and Troop Steuber. Christopher is a graduate of Boston University School of Law (J.D.), Boston University College of Communications (M.S.) and the University of Southern California (B.A.).



## **Richard Patti**

*Senior Vice President & 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.



## **Brian Toombs**

*Vice President, Partner Content |* **Funny Or Die**

Brian has been with Funny Or Die (FOD) for almost four years and is Vice President of the Partner Content Department. In addition to managing the partner team, his core responsibility is to originate and advance creative/business opportunities for FOD. Some previous successes include FOD's foray into off-platform original content (Milk Video and go90), FOD@SXSW and branded cross-platform series such as TJ Miller's "Greg the Genie." Before joining FOD, Toombs

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worked as a writer and producer on a number of cable shows and as a digital executive at FremantleMedia and Maker Studios. He got his start as Kevin Reilly's second assistant at FOX. He is currently a member of the MPTF Next Gen board of directors and lives in Laurel Canyon with his wife and dog. He grew up in Glen Ellyn, Illinois.



### **Bergitta Trelstad**

*Deputy General Counsel* | **zulily llc**

Bergitta Trelstad is Deputy General Counsel for zulily llc, an online retailer focused primarily on apparel for women and kids, toys, and housewares. zulily is based in Seattle and is part of the Liberty Interactive Corporation family of companies. Prior to joining zulily, Bergitta served as Senior Counsel and Director of Business Litigation for Nordstrom, and prior to Nordstrom, Bergitta was in-house with JP Morgan Chase/Washington Mutual Bank as First Vice President and Assistant General Counsel in the litigation group. Before going in-house, Bergitta was a partner in the Seattle office of Davis Wright Tremaine. She is a graduate of New York University School of Law and Pomona College.



### **Kathy Wahlbin**

*CEO & Founder* | **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 and is an invited expert on the W3C WCAG 2.0 Working Group, leads the Boston Accessibility group, and is chair of the International Association of Accessibility Professionals (IAAP) Individual Professional Development Committee.



## Rik Willard

*Founder & Managing Director* | **Agentic Group**

 @rik\_willard

Rik Willard is the founder and Managing Director of Agentic Group, a federation of over 40 blockchain-related companies globally. He is a co-founder and former CEO of MintCombine, the world's first digital currency and blockchain think-tank (NYC) and a pioneer in engagement media and digital asset management, branded content, and mobile and social media. Over the years his clients and partners have included: MGM Resorts, Calvin Klein Cosmetics, Lucent Technologies, and Dictaphone, as well as global couture fashion including designers Chado Ralph Rucci, Oscar de LaRenta, The French Ready-to-Wear Association (Pret-a-Porter) and others. His work in venture capital spans successes in social media and biometrics. Rik is one of AlleyWatch magazine's "14 NYC People in Bitcoin You Must Know" and has been featured on CNN, CNN International and CNBC, with speaking engagements at Harvard Business School, Kaufmann Institute, Dow Jones Speaker Series, Finance 2.0 (Zurich), the Intellectual Property Summit (Brussels), and more.

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### **James Young**

*Chief Technology Officer* | **VidRoll**

James is Chief Technology Officer at VidRoll, a video technology and monetization partner for premium content publishers. VidRoll's product adChain is an Ethereum-based blockchain technology tailored for the online advertising industry. James is the co-founder of mobile gaming company Playviews, and for many years was a game developer for companies such as CrowdStar and Zynga.

## DWT SPEAKERS



### **Robert Balin**

*Partner* | **New York**  
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Rob Balin represents clients in all aspects of media law, including defamation, privacy, newsgathering 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.



### **Tom Burke**

*Partner* | **San Francisco**  
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Tom Burke defends speech across all mediums – representing internet companies, television networks, studios, book, magazine and newspaper publishers, authors, journalists, photographers, documentary filmmakers, and environmental groups. With over 27 years of trial and appellate experience in California's state and federal courts, Tom's practice covers the full spectrum of content liability issues including libel, privacy, right of publicity, Section 230, DMCA, false advertising, trademark, and First Amendment claims. A veteran newsroom lawyer, Tom also provides pre-publication counseling, defends journalists facing subpoenas seeking the disclosure of confidential sources and regularly prosecutes state and federal public records lawsuits. Tom is a Continuing Lecturer on Media Law at the Graduate School of Journalism at the University of California, Berkeley. He is the author of "Anti-SLAPP Litigation" (The Rutter Group 2013-present) and a Contributing Editor to Weil & Brown, "Cal. Practice Guide: Civil Procedure Before Trial" (The Rutter Group 2014-present) (Anti-SLAPP Motions).

## DWT SPEAKERS



### **Scott Commerson**

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Scott Commerson is a litigator who focuses primarily on intellectual property, media, class action, and employment litigation. He has handled a variety of matters involving trademark and trade dress, copyright, right of publicity, and unfair competition. Scott also defends consumer fraud and wage-and-hour class actions, and defends employers in individual claims related to discrimination, harassment, and wrongful termination. He routinely represents clients in both state and federal court, and has litigated cases through trial, arbitration, and appeal.



### **Janet Grumer**

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Janet's more than 20 years of experience as a business executive are a proven asset to her practice, allowing her to provide practical, real-world advice and counsel to her clients. She draws upon extensive management experience in addressing the concerns of multiple-location retail, restaurants, movie theaters and other businesses.



### **Wendy Kearns**

*Partner* | **Seattle**  
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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 extensive experience in cloud and distributed systems, and is a frequent speaker on that topic. Wendy also has worked extensively with financial services companies 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.



## **Lance Koonce**

*Partner* | **New York**

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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](http://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 ([dwt.com/IncidentResponse](http://dwt.com/IncidentResponse)).

## DWT SPEAKERS



### **Carla McCauley**

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Carla McCauley is a trial lawyer who specializes in copyright, trademark, false advertising, and trade secret litigation and appeals. Carla is a co-author of the 2016 edition of the national practitioner's guide "Trade Secrets: Law and Practice," published by LexisNexis.

Carla also defends complex commercial litigation and class actions involving false advertising, unfair competition, and business torts.



### **Christin McMeley**

*Partner* | **Washington, D.C.**  
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Christin McMeley, CIPP/US, is the chair of DWT's privacy and security practice. Christin advises companies in various industries in privacy compliance, information governance, data security, public policy, and regulatory matters. Christin advocates on behalf of clients before governmental agencies, legislative members and staff, represents telecom, cable, and wireless providers in regulatory proceedings before the FCC, and counsels clients on regulatory policy and compliance.

As a former Vice President, Chief Privacy Officer, and Deputy General Counsel to Charter Communications, she successfully implemented the company's first privacy and data security program. Christin has extensive knowledge of privacy and security regulations, as well as hands-on experience with all aspects of privacy and information

governance programs, including program development and management, employee training, compliance and risk assessments, and incident response. She is also a member of DWT's Breach Response Team ([dwt.com/IncidentResponse](http://dwt.com/IncidentResponse)).

Within the communications industry, Christin has advised clients on key regulatory issues, including network neutrality, bandwidth management, broadcast signal carriage and other programming matters, and governmental lobbying.



## Stephen Rummage

Partner | **Seattle**

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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



### **Sharon Schneier**

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Sharon Schneier is chair of the firm's Executive Committee and the prior partner-in-charge of the New York office. She handles a broad variety of complex litigation. Sharon regularly represents financial institutions with respect to the enforcement of judgments under the Foreign Sovereign Immunities Act, the Terrorism Risk Insurance Act, and other terrorism and economic sanctions and in responding to subpoenas and orders of attachment in aid of collection.



### **Courtney K. Stout**

*Counsel* | **Washington, D.C.**

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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](http://dwt.com/IncidentResponse)).



## **Alonzo Wickers**

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Al Wickers focuses on media, IP, and entertainment law. On the litigation side of his practice, he and his team represent content creators and distributors in copyright, trademark, right of publicity, idea submission, defamation, invasion of privacy, and breach of contract disputes in federal and state courts across the country.

## 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](http://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 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](http://nytech.org).



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