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RECYCLABLE

The 2010 Midwest  
**Art,  
Entertainment  
& Sports Law  
Institute**

Friday, May 7, 2010  
Video replays available



Minnesota State Bar Association  
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# The 2010 Midwest Art, Entertainment & Sports Law Institute

Nationally recognized attorneys representing clients in the music, sports, publishing and film industries discuss important case law and trends to keep your practice up to date

## AN OUTSTANDING FACULTY, INCLUDING:

### **Ron Sobel**

Former ASCAP executive and current president of North Star Media music publishing Studio City, California

### **Lauren Bloom**

Author of *The Art of the Apology*  
Elegant Solutions Consulting  
Springfield, Virginia

### **PLUS –**

Experienced entertainment attorneys and business leaders will share the inside scoop on legal and ethical issues in the practice of entertainment law.

**Friday, May 7, 2010**  
**Minnesota CLE Conference Center**

Seventh Street & Nicollet Mall  
Third Floor City Center, Minneapolis

*Video replay details inside.*

# Some of This Year's Highlights:

- Former ASCAP executive and current president of a music publishing company, attorney Ron Sobel will “teach, discuss, rant and rave” about intellectual property pitfalls, new media trends, current revenue models and licensing protocols
- Music publishing contracts and other issues in the digital age
- The FTC’s take on endorsements and Internet advertising
- The hottest legal and ethical concerns in college sports
- A review of core intellectual property concepts, as well as contract, licensing entity basics with a nod to the creative client
- The Ramifications of Supreme Court Review of *American Needle*
- Your Client Said *WHAT??* Lauren Bloom, J.D., L.L.M., author of *The Art of the Apology*, will give us valuable insights into helping our clients out of potential PR and legal nightmares

**Join prominent local and national presenters and your hippest professional peers to address the latest opportunities and challenges facing the attorneys for the art, entertainment and sports communities.**

The Annual Art, Entertainment & Sports Law Institute has been a Twin Cities tradition for decades. As always, this is the CLE seminar where you will get the latest information on *industry trends, real-world strategies for dealing with major challenges, and face-to-face interaction with sports, art and entertainment players.*

Don’t miss this action-packed seminar that is designed to address both fundamental and hot new topics to get you up to speed as an art, entertainment and sports law leader.

Stay for a great post-seminar networking reception that will feature beverages, hors d’oeuvres, live entertainment and a book-signing with author and attorney Lauren Bloom.

# Schedule

8:30 – 9:00 A.M. CHECK-IN & CONTINENTAL BREAKFAST

9:00 – 10:15 a.m.

## Blue Skies Ahead? Fan Funding in Music, Theatre and Film

Help your clients save the blue skies for vacation and learn the most effective – and legal – means to employ “cloud funding” for their creative projects. Three prominent art and entertainment attorneys will discuss the benefits and pitfalls of securing investments in challenging economic times.

- Kenneth J. Abdo, *Lommen, Abdo, Cole, King & Stageberg, P.A., Minneapolis*
- Gregory B. Perleberg, *Mansfield, Tanick & Cohen, P.A., Minneapolis*
- Daniel M. Satorius, *Lommen, Abdo, Cole, King & Stageberg, P.A., Minneapolis*

10:15 – 10:30 A.M. BREAK

10:30 – 11:45 a.m.

## Ethics, Economics and the Student Athlete: Rules, Enforcement and the Law in the NCAA

The landscape of amateur athletics today can be a legal and ethical minefield. From coaching antics to athlete eligibility and injury rules, issues in the NCAA seem to surface daily in sports news. A distinguished panel of attorneys, university athletic directors, former NCAA athletes and an NCAA enforcement official will debate some of the hottest legal and ethical concerns in college sports.

- William P. Donohue, *Office of the General Counsel University of Minnesota, Minneapolis*
- Kevin M. Lindsey, *Wells Entertainment Enterprises, Saint Paul*
- Terrance W. Moore, *Steingart, McGrath & Moore, PA, Minneapolis*

11:45 a.m. – 12:00 p.m.

## Springboard for the Arts Presentation

Learn about Springboard for the Arts Attorney Referral File – a great place to make a contribution to the arts community and build an artist clientele.

- Laura Zabel, *Executive Director, Springboard for the Arts, Saint Paul*

12:00 – 1:15 p.m.

## Lunch and Presentation (Box lunches provided)

12:15 – 1:00 p.m.

## Daily Snapshot: The Law of the Arts 101

Two experienced attorneys will discuss the day-to-day issues that arise when representing artists, entertainers and other creative-based companies. A primer for attorneys and artists, this session will review core intellectual property concepts, as well as contract, licensing and entity basics with a nod to the creative client.

- Kenneth L. Kunkle, *Kunkle Law PLC, Saint Paul*
- Mick Spence, *The Spence Law Firm, Minneapolis*

1:15 – 2:00 p.m.

## The New World of Music Publishing

Former ASCAP executive and current president of a Studio City, California music publishing company, attorney Ron Sobel will “discuss, rant and rave” on music publishing contracts and other issues in the digital age.

- Ron Sobel, *President, North Star Media, Studio City, California*

2:00 – 2:45 p.m.

## Antitrust, Embroidery and the NFL: The Ramifications of Supreme Court Review of *American Needle*

In January, the U.S. Supreme Court heard oral arguments in *American Needle vs. NFL*, an antitrust case in which the Court will determine whether or not the NFL, NFL and the individual teams are a single entity for purposes of antitrust scrutiny. A decision is expected in June. A panel of sports and antitrust gurus will discuss the ways in which free agency, player salaries, and the price of your favorite team’s replica jersey – and more – are at stake.

- W. Joseph Bruckner, *Lockridge Grindal Nauen, LLP, Minneapolis*
- Ryan W. Marth, *Robins, Kaplan, Miller & Ciresi LLP, Minneapolis*

2:45 – 3:00 PM. BREAK

3:00 – 3:45 p.m.

## What Would the FTC Do? Using the Web for Lawful and Tasteful Promotion

Our artists, entertainer and sports clients frequently seek opportunities to supplement their income as well as promote themselves and their careers. Many options exist today, from social media to Internet distribution of creative works to endorsement deals. An e-commerce attorney and an online media expert will discuss the opportunities and the related state of the law, including the FTC’s take on endorsements and Internet advertising.

- Michael F. Fleming, *Larkin, Hoffman, Daly & Lindgren, Ltd., Minneapolis*
- Michael Keliher, *Fast Horse, Inc., Minneapolis*

3:45 – 4:30 p.m.

## Your Client Said *WHAT??* The Art of Apology

Our clients make mistakes, sometimes out loud. When a client makes controversial comments publicly, their sports or entertainment career might be in jeopardy. Knowing how to apologize effectively and with minimal legal fallout is a skill we should be able to help our clients to master. Lauren Bloom, J.D., L.L.M., author of *The Art of the Apology*, will give us valuable insights into helping our clients out of a potential PR and legal nightmare.

- Lauren Bloom, *Elegant Solutions Consulting, LLC, Springfield, Virginia*

4:30 – 5:30 p.m.

## Networking Reception

A fun opportunity to visit with faculty and your colleagues and enjoy great food and drink. Author Lauren Bloom will be signing copies of her book, *The Art of the Apology*. And, of course, there’ll be *live entertainment!*

## Special Thanks to the Institute Chair:

### Susan H. Stephan

BenePartum Law Group, P.A.,  
Mendota Heights



