



For Immediate Release
Oct. 17, 2016

**LOYOLA LAW SCHOOL AND LOS ANGELES IP LAWYERS ASSOC. PARTNER TO
HOST SYMPOSIUM ON INTERSECTION OF TECHNOLOGY AND ENTERTAINMENT**

***NOV. 4 SYMPOSIUM TO DISCUSS CHASING PIKACHUS, MONETIZING CONTENT,
UNDERSTANDING MUSIC DISTRIBUTION AND COPYRIGHT AND MORE***

Los Angeles – Loyola Law School, Los Angeles and the Los Angeles Intellectual Property Lawyers Association (LAIPLA) will host the symposium “TechTainment 2.0: Technology + Entertainment” on Friday, Nov. 4, at Loyola’s downtown LA campus. The daylong event will feature panels on rights protection in the digital age, including a lunchtime keynote by renowned comic book writer Ed Brubaker, whose work has led to movie and TV adaptations. During the event, industry insiders will dive into a range of topics:

“Chasing Digital Pikachus and Beyond” will assess the impact of technology shifts on the videogame industry and how users interact with their real and virtual works. Scheduled panelists are Andrew Boortz, general counsel, Nexon; Roy Rosenthal, Scopley; Patrick Sweeney, Video Game Bar Association. It will be moderated by Roya Rahmanpour ’12, Barnes & Thornburg and Loyola alumna.

“Licensing of Digital Content and Platform Technology” will focus on monetizing content on emerging platforms. Panelists will be Joseph Paunovich, Quinn Emanuel; Michael Arciero, director of technology, USC’s Stevens Center for Innovation. The moderator will be Professor Jeffery Atik, Loyola Law School.

“Not So ‘Happy’? 21st Century Music Rights in the Digital Environment” will explore the intersection of music-distribution technology and how it intersects with copyright interests. Panelists will be alumnus Bill Colitre, counsel, Music Reports, Inc. and Loyola alumnus; Harvey Geller, Carlton Fields; and Ken Hertz, Lichtenstein & Young. The moderator will be Professor Jay Dougherty, Loyola Law School.

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“A.I.: Beyond the Final Frontier” will investigate the development of artificial intelligence in Hollywood as a plot point and beyond. Confirmed speakers include Todd Richmond, USC Institute for Creative Technologies; Seth Greenfield, impersonator. The moderator will be moderated by Loyola Adjunct Professor Tracey Freed, Freed Law and Loyola alumna.

“TechTainment 2.0” is the second in a series held on Loyola’s campus, which is located at 919 Albany St., Los Angeles, CA 90015 (at Olympic). Event co-sponsors include the Beverly Hill Bar Association and LACBA ELIPS, Los Angeles County Bar Association Entertainment Law & Intellectual Property Section.

More information is available at <http://www.laipla.net/laipla-techtainment-2-0-technology-entertainment/>.

About Loyola Law School, Los Angeles

Located on an award-winning Frank Gehry-designed campus in downtown Los Angeles, Loyola Law School is home to prominent faculty, dedicated students and cutting-edge programs. The Law School strives to instill in students the knowledge they need to excel on their chosen paths. It dedicates itself to preparing students for the rigors of practice with an extensive portfolio of practical-training opportunities, a 17,000-strong alumni network and a focus on social justice. Learn more at www.lls.edu.

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Media contacts:

Journalists who wish to attend any part of the event should RSVP to:

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