

Entertainment and Sports

Half-Day Conference

Fundamental Guidelines to Play by the Rules



**Tuesday,
May 24, 2011**
FAE Conference Center
3 Park Avenue, at 34th Street
19th Floor
New York, NY 10016
8:50 a.m.-12:30 p.m.

Topics include:

- Fundamentals of Copyright Law
- File Sharing, Internet Advertising, and Internet Promotion by Professional Athletes and Teams
- What Authors and Artists Need to Know About Copyright Terminations
- Estate Planning with Copyright Interests

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(Check-in begins at 8:15 a.m.)

Designed for: Accountants, financial officers, industry executives, and attorneys involved in, or having an interest in learning more about, the entertainment and sports industries.

Objective: Learn about the basic legal concepts and recent developments in copyright, intellectual property, and Internet promotion issues for the entertainment and sports industries.

Program Details:

Time: 8:50 a.m.–12:30 p.m. (Check-in begins at 8:15 a.m.)

Sponsoring Committee: Entertainment and Sports Committee, NYSSCPA

Sponsoring Committee and Conference Chair: Glenn R. Tanzer, CPA,
Manager, *Marcum LLP*

Sponsoring Conference Co-chair: Kevin Matz, CPA, Esq., LL.M. (Taxation),
Managing Member, *Kevin Matz & Associates PLLC*, and Of Counsel, *Vandenberg & Felio LLP*

Course Level: Update

Prerequisite: None

Method of Presentation: Lecture and question-and-answer opportunities

Field of Study: Specialized Knowledge and Applications

Recommended CPE Credit Hours: 4

Developer: Foundation for Accounting Education

Course Code: 25541111 (In-Person); 35541111 (Live Webcast)

Product ID: 20341 (In-Person); 20708 (Live Webcast)

Member Fee: \$195 (In-Person); \$145 (Live Webcast)

Nonmember Fee: \$245 (In-Person); \$195 (Live Webcast)

Conference Program

8:15–8:50 a.m.

Check-in, Continental Breakfast, and Networking

8:50–9:00 a.m.

Introduction by Committee and Conference Chair

- Glenn R. Tanzer, CPA, Manager, *Marcum LLP*

9:00–9:50 a.m.

Fundamentals of Copyright Law

- Monica P. McCabe, Esq., Partner, *Vandenberg & Feliu LLP*

Ms. McCabe will discuss the basics of copyright law as it pertains to the entertainment and sports fields, including the differences between trademarks, patents, and copyrights. Additionally, she will highlight how a copyright is acquired, copyright notice and registration issues, expiration of copyright, fair use, and parody, as well as licensing issues.

9:50–10:40 a.m.

File Sharing, Internet Advertising, and Internet Promotion by Professional Athletes and Teams

- Jonathan E. Moskin, Esq., Partner, *Foley & Lardner LLP*

Mr. Moskin will lead a discussion on recent challenges to the ability of content owners to collect damages from illegal file sharing. You will also be updated on developments in Internet advertising and the rights of professional athletes, teams, and other parties to control the use of their names, reputations, and brands in defending them against new threats by social networking sites.

10:40–10:50 a.m.

Break

10:50–11:40 a.m.

What You Need to Know About Copyright Terminations

• Michael S. Poster, Esq., Partner, *Vandenberg & Feliu, LLP*

Gain an understanding of key issues related to the confusing and often misunderstood termination rights under the Copyright Act, and what they can mean to songwriters, recording artists, content owners, and their advisors. These termination rights can enable artists and their heirs to unlock and reaccess valuable rights that may have been sold off years ago, and may cause content owners to reevaluate the value of their assets and their relationships. As key deadlines approach for the exercise of termination rights, business managers and advisors need to understand the potential value of these rights and how it can help their clients rethink their financial outlook. These same advisors also need to understand the costs and uncertainties associated with these rights, all of which will be discussed in this session.

11:40 a.m.–12:30 p.m.

Estate Planning with Copyright Interests

• Bridget J. Crawford, Esq., Professor of Law, *Pace University Law School*

Professor Crawford will address the federal estate and gift tax treatment of copyright termination rights. The right of a creative individual to terminate prior to copyright transfers serves to protect against economic exploitation. Once a copyright's value has been established in the marketplace, the author—or the author's heirs—enjoys a “second look” at the gift, sale, license, or other transfer of a copyright. But copyright termination rights—intended to enhance the economic well-being of authors and artists—undermine estate planning strategies available to owners of other types of property, and there is no policy justification for such discrimination.



How to register for the In-Person conference:

- ✦ Online at www.nysscpcpa.org.
- ✦ OR by phone at (212) 719-8383 or (800) 537-3635.
- ✦ OR fill out the registration form below and mail it to:
Foundation for Accounting Education
P.O. Box 10490
Uniondale, NY 11555-0490

OR fax the registration form to (866) 495-1354.

Registration Form (for In-Person conference only)

Important! Please use one registration form per person. This form may be photocopied.

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Title (Print) _____

Firm _____

Firm Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-mail _____

Check One:

- Member Fee: \$195 Nonmember Fee: \$245

Method of Payment

- Check Payable to FAE American Express
 MasterCard Visa

Credit Card No. _____ Exp. Date _____

Cardholder's Name _____

Cardholder's Signature _____

POP 2011 is not valid for this half-day conference.

Can't attend this event in person? Attend the Live Webcast!

How to register for the Live Webcast using a credit card:

- ✦ Online at www.nysscpcpa.org/e-cpe.
- ✦ OR by phone at (877) 880-1335.

Use Course Code: **35541111**

Product ID: 20708

Member Fee: \$145 Nonmember Fee: \$195

Registration Information: All registrations must be received 14 days prior to the event in order to guarantee a seat and course materials. Allow approximately 14 days for your return confirmation. Registrants who do not receive a confirmation card before the conference must call FAE Registration to confirm registration status. Individuals who have not registered before the 14-day cutoff must call to determine space availability. Advance paid registrants will be seated first. For space availability and registration information, call FAE Registration during business hours.

Program Details: Check-in begins at 8:15 a.m., Tuesday, May 24, 2011. Program begins at 8:50 a.m. and ends at 12:30 p.m.

Payment Information: Payment may be made by check or may be charged to American Express, MasterCard, or Visa. Credit card information must accompany all fax, phone, and online registrations.

Special Requirements: Participants with special requirements should notify FAE staff at least 14 days in advance of the program.

Refunds: No refunds will be given for cancellations received less than 14 days prior to the program date. A \$50 processing fee will be deducted from refunds for cancellations received more than 14 days prior to the program date.

Transfers: FAE allows a registrant to transfer to another program or substitute another person without a penalty more than 14 days prior to the program date. Transfers and substitutions requested less than 14 days prior will be charged a \$25 processing fee.

Walk-ins: All individuals who register on the date of the program will be charged an additional \$25 fee.

Mandatory Continuing Education Requirement: This program complies with the standards set forth by the New York State Education Department for mandatory continuing education for CPAs. FAE's New York State CPE sponsor number is 000372; New Jersey 20CE00022200; Pennsylvania PX177239.

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