



**Erich Pommer Institut**

Medienrecht · Medienwirtschaft



## **Rights Clearance - REGISTER NOW!**

Within the programme **ESSENTIAL LEGAL FRAMEWORK**, the Erich Pommer Institut and FOCAL offer the seminar **Rights Clearance** from **3<sup>rd</sup> to 6<sup>th</sup> April 2008** in **Gersau (Lake Luzern)/Switzerland**.

Every film producer, every television network, every website provider has to clear rights for music, texts, images, personal rights and privacy. This is often a complicated, interminable and costly process. Therefore, smaller companies don't have the necessary resources. Bad not only for the producer but also for the right holder – part of his rights remain unexploited. This seminar will provide the participants with the necessary practical knowledge in how to clear rights fast and effectively. Teaching will combine theoretical and practical work "on the case".

Target group: producers, distributors, commissioning editors, bankers, directors, writers, TV broad casters, and lawyers

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### **Topics**

- Clearing copyrights, personality rights, trademarks etc.
- Clearing music rights
- The global perspective: exemplary cases in different national jurisdictions
- Designing and negotiating contracts
- E&O insurance
- Getting the rights: essential elements of depictions release

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### **Experts**

Adrian Barr-Smith, Denton Wilde Sapte, United Kingdom

Henning Brehm, Design Tourist, Germany

Wolfgang Brehm, Brehm & v. Moers, Germany

Dr. Martin Diesbach, Nörr Stiefenhofer Lutz, Germany

Gillian M. Lusins, NBC Universal, USA

Christopher Newton, Media / Professional Insurance, UK

Charles-Edouard Renault, Gide Loyrette Nouel, France

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**Participation fee:** 950,- Euro (incl. accommodation in Hotel Rotschuo and full board)

**Date:** 3<sup>rd</sup> to 6<sup>th</sup> April 2008

**Location:** Gersau (Lake Luzern, close to Zürich)/ Switzerland

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### **Programme:**

**Thursday, April 3<sup>rd</sup> (day of arrival)**

6:00 pm      **Welcome and introduction of experts and participants**

Nadja Radojevic (Erich Pommer Institut, Germany)  
Dr. Martin Diesbach (Nörr Stiefenhofer Lutz, Germany)

6:30 pm     **Introduction: How to structure a rights clearance procedure**  
Dr. Martin Diesbach (Nörr Stiefenhofer Lutz, Germany)

7:30 pm     Welcome reception & dinner

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**Friday, April 4<sup>th</sup>**

9:30 am     **The producer's view: strategies and experiences to avoid pitfalls, from development to distribution** Adrian Barr-Smith (Denton Wilde Sapte, UK)

11:00 am     Coffee break

11:30 pm     **Trademarks and artwork in films: What can and can't be done**  
Dr. Martin Diesbach (Nörr Stiefenhofer Lutz, Germany) & Henning Brehm (Graphic Artist/  
Design Tourist, Germany)

1:00 pm     Lunch break

2:00 pm     **Mass murderers and politicians, pop stars and ordinary people: Clearing personality rights** Charles-Edouard Renault (Gide Loyrette Nouel, France)

3:00         **Learning from the US? Rights clearance management for feature films and TV productions at a US Major** Gillian M. Lusins (NBC Universal, USA)

4:00 pm     Coffee break

4:30 pm     **Everybody's nightmare? Clearing music rights for feature films and documentaries**  
Wolfgang Brehm (Brehm & v. Moers, Germany)

6:00 pm     End of day 1

8:00 pm     Dinner

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**Saturday, April 5<sup>th</sup>**

9:30 am     **Who is paying? The role of E&O insurances and how they work**  
Christopher Newton (Media/ Professional Insurance, UK)

10:30 am     Coffee break

11:00 am     **The art of negotiating contracts: How to acquire rights the "right" way.**  
N.N.

12:30 pm     Lunch break

1:30 pm     **Keeping the international distribution in mind: Why the national perspective matters**  
Dr. Martin Diesbach (Nörr Stiefenhofer Lutz, Germany)

**Introduction of case studies for the participants: From 'Borat' to the 'Rohtenburg Cannibal'**

3:00 pm     Coffee break

3:30 pm     **Group work on case studies**

4:00 pm     **Rights Clearance - Why the national perspective matters**  
Open discussion of case studies with participants and panel

5:30 pm     **Conclusio and Evaluation**

6:00 pm     End of seminar

8:00 pm      Farewell dinner

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**Sunday, April 6<sup>th</sup>**

9:30 am      Breakfast & day of departure

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**With the support of:**

MEDIA Plus Programme of the European Union, Brehm & v. Moers, Fernsehfonds Austria, Österreichisches Filminstitut, FOCAL, Medienboard Berlin-Brandenburg, UFA Film & TV Produktion, Unverzagt von Have, VFF – Verwertungsgesellschaft der Film- und Fernsehproduzenten.

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For **registration** please fill in the following form and send it by e-mail or fax to **+49 (0) 331-721 28 81**.

For further information or registration, please visit our website **www.epi-media.eu** or contact:

Nadja Radojevic, phone +49 (0) 331.721 28 85, [radojevic@epi-medieninstitut.de](mailto:radojevic@epi-medieninstitut.de)

Herewith I would like to register for the seminar "Rights Clearance".

Mr./ Mrs.	Telephone
Surname	Fax
First name	E-Mail
Company	Address
Function/ Title	Postcode/ Location/ Country

The participation fee includes the lectures and seminar material as well as accommodation. The fee has to be paid on receipt of the invoice by the Erich Pommer Institut. After registration you will get a confirmation. Cancellation will only be accepted in written form and is free of charge up to three weeks before the activity begins. After that the cancellation costs 50% of the participation fee. We are happy to accept a substitute participant. If the participant did not attend the workshop without informing the institute, we will bring to account the total participation fee. The fee does not cover the costs for travel. The Erich Pommer Institut offers a limited number of grants for travel, accommodation and fee.

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