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November Dinner Meeting

Tuesday November 8, 2011

And The Brand Played On: Elevate Your Profile And Exploit Untapped Revenue Streams Through Brand Licensing

Join us for an exciting evening with some of the top names in the world of personality branding. Our guests have handled name and image rights for some of the most important contemporary and legacy artists in the music, film, and sports industries. The panel will focus on branding strategy with an emphasis on negotiating solid licensing deals, upgrading quality of merchandising deals, name and image rights and related negotiation, memorabilia, and the role of estates in protecting and promoting legacy publicity rights.

Panelists:

- i **Robert Bader:** Vice-President, Marketing and Productions, HLC Properties, Ltd. and Bing Crosby Enterprises.
- i **Martin Cribbs:** Featured on 60 Minutes. CEO of Cribbs Consulting in New York. Formerly an executive with Corbis and the Andy Warhol Foundation.
- i **Greg Rohan:** President of Heritage Auctions, world's third largest auction house with sales of more than \$700 million per annum.
- i **Mark Roesler:** Featured on 60 Minutes. One of the world's foremost authorities on intellectual property rights involving celebrities.
- i Branding Executive from International Creative Management: further details on panelist forthcoming.

Moderators:

- i **Cheryl Hodgson:** Hodgson Law. Music industry attorney with specialty in branding and publicity rights.
- i **John Bitrick:** Relationship Manager, Entertainment Division, City National Bank.

Tuesday November 8, 2011

6:15 PM Check-In 6:30 PM Cocktails 7:00 PM Dinner

COURTYARD BY MARRIOTT, 15433 Ventura Blvd, Sherman Oaks, CA 91403 (Near Sepulveda & Ventura Blvd., just west of the 405 freeway) Parking entrance on Orion Avenue **Free parking with validation. Map and directions:** <http://tinyurl.com/5b84vs>

Entree: Chicken Piccata, Poached Salmon or Vegetarian Pasta
Appetizer: Caesar Salad and Chef's Choice for dessert.

CCC Members **\$45** per person / Non-members **\$55** per person

RESERVE YOUR SEAT NOW by 10am November 4, 2011

Please help us make this an enjoyable experience for everyone by using the reservation system. A failure to reserve by the deadline may result in not receiving your preferred choice of dinner entree.

Register online with your credit card at www.theccc.org

Attorneys: This activity has been approved for Minimum Continuing Legal Education Credit by the State Bar of California in the amount of one (1) hour. The CCC certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing minimum continuing legal education. Attorneys who wish to register for MCLE Credit must include their state bar number with their reservation. Please remember to sign the sign-in sheet and obtain a certificate when you arrive at the meeting.

P.O BOX 57962 SHERMAN OAKS, CALIFORNIA 91413 (818) 379-3312