



USIPALLIANCE.ORG



Improving United States
intellectual property for a more
innovative America

USIPAlliance.org



**The World is Coming to Atlanta for a
Once in a Lifetime Intellectual Property
Celebration**

October 20, 2022

Don't Miss Out!

USIPA Annual Meeting | *Loews Hotel Atlanta* | **Daytime** 9:00 AM – 5:00 PM ET



Scott Frank is the President & CEO of AT&T Intellectual Property LLC. He is responsible for the identification, development, protection, management, marketing, licensing and sale of all company-wide intellectual property for AT&T, the world's largest communications company and the owner of one of the world's most valuable intellectual property portfolios.

Scott Frank

USIPA Founder, Chair & President



Entertainment, Arts & Sports

Protect. Advocate. Educate.

Vision:

Empowering intellectual property to advance entertainment, arts & sports within the USA

Reach/Impact:

Creators, educators, protectors, enablers and users in entertainment, arts & sports

Collaborating/Partnering (with):

USIPA committees, universities, schools, organizations and companies in entertainment, arts & sports

USIPAlliance.org/entertainment-arts-sports

USIPA Entertainment, Arts & Sports Committee

- **Co-Chair Peggy Still Johnson**
Pendulum-Productions, GO Media Productions
- **Co-Chair Bruce Siegal**
Greenspoon Marder LLP, Georgia Tech Professor
- **Jack Bernard**
University of Michigan
- **Vincent Castellucci**
Digital Content Management Systems and Services
- **Roy Kaufman**
Business Development and Government Relations for CCC
- **Keith Kupferschmid**
Copyright Alliance
- **Miriam Lord**
United States Copyright Office
- **David Lowery**
UGA Professor, Celebrity Artist and Founder of Camper Van Beethoven and Cracker
- **Julio Mejia**
International Visual Artist
- **Lita Rosario-Richardson**
Shulman Rogers
- **Mala Sharma**
Sound Advice Consulting/Georgia Music Partners,
Georgia Film, Music and
Digital Entertainment Commission
- **David Sohn**
Former CDT General Counsel, Copyright Creativity
- **George York**
Recording Industry Association of America



THE VALUE AND PROTECTION OF IMAGE IN ENTERTAINMENT, ARTS & SPORTS



PEGGY STILL JOHNSON

Pendulum-Productions
GO Media Productions
USIPA EAS Co-Chair

Panel Discussion
Moderated by



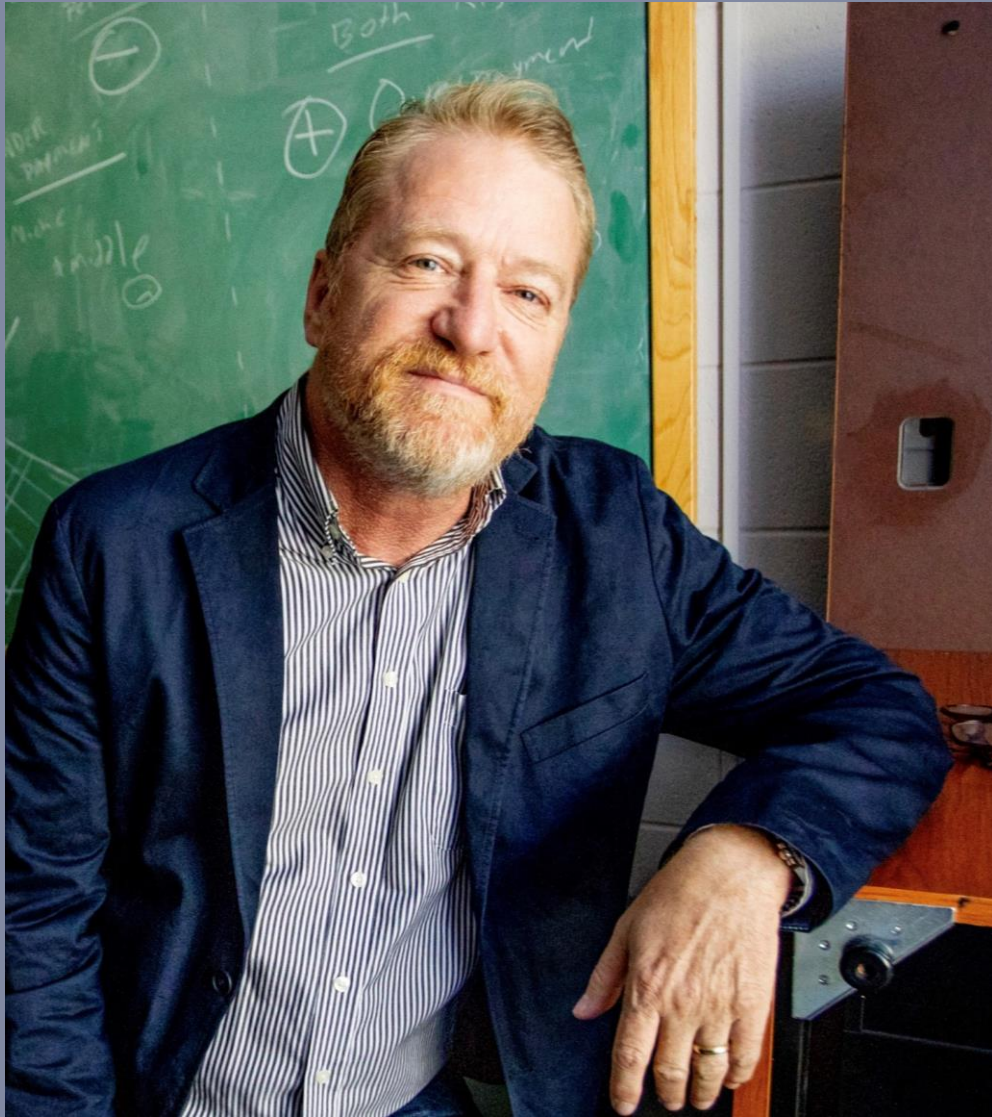
BRUCE SIEGAL

Greenspoon Marder LLP
USIPA EAS Co-Chair



Brannon Anthony

Brannon Anthony joined Tyler Perry Studios as General Counsel in June 2015. He regularly provides counsel and strategy across the enterprise, from content creation and production to multi-platform distribution, as well as overseeing legal support for the operation of the Atlanta-based 330-acre studio lot and facilities. Prior to joining Tyler Perry Studios, Brannon was part of the Turner Broadcasting in-house legal department where he advised Turner's emerging platforms distribution businesses, broadcast and digital engineering teams, and CNN digital media operations. Before his in-house career, Brannon was in private practice for a number of years advising clients across technology, media and entertainment industries.



David Lowery

David Lowery is a mathematician, educator, musician, producer and artists' rights advocate based in Athens GA. While studying mathematics and computers at the University of California Santa Cruz in the early 1980's, Lowery founded the critically acclaimed ensemble Camper Van Beethoven and associated record label pitch-a-tent records. With these two entities, he helped jump start the indie rock movement. In 1991, Lowery moved on to the alt-rock ensemble Cracker, which produced three top-ten alternative/rock radio tracks and three platinum albums. He has also produced and recorded albums by artists such as The Counting Crows, LP, and Sparklehorse. Lowery is also one of the key contributors to the blog *The Trichordist* (www.thetrichordist.com). This blog examines artists' rights in the digital age. Lowery as an artists' rights advocate has been featured in the NY Times, Billboard Magazine, The Washington Post, Business Week and on CNN. Lowery began teaching at the University of Georgia in 2011. He teaches classes on the economics and finance of the music business as well as music publishing and licensing. Along with Steve Winogradsky he is co-author of the textbook *Music Publishing – The Complete Guide*.



Kendall Spencer

Kendall Spencer attended the University of New Mexico where he obtained multiple All-American honors and won the long jump at the 2012 NCAA Indoor Track & Field Championships. Spencer was NACAC U23 long jump silver medalist for Team USA and was named first team All-American by the U.S. Track & Field and Cross-Country Coaches Association. He was also the Mountain West Conference Indoor Student-Athlete of the Year, setting a school record in the indoor/outdoor long jump. In 2012, he competed at the U.S. Olympic Team trials and in 2017 placed third at the USATF Indoor Championships. Throughout his career, Spencer has advocated for the student-athletes at all levels of intercollegiate athletics, and in 2015 he became the first student-athlete to serve on the NCAA Division I Board of Directors. Having testified before the United States Senate and other stakeholders, Spencer continues to advocate for student-athletes. He continues to train for the 2021 U.S. Olympic Team Trials, and is a recent graduate of Georgetown University Law School, where he was a Technology Law and Policy Scholar. Spencer is the AAC Alternate to the BOD.



Scott Bearby

Scott Bearby serves as senior vice president and general counsel for the National Collegiate Athletic Association (NCAA). He has been general counsel since January 2013 after serving in various legal positions at the national headquarters. He joined the NCAA Office of Legal Affairs in 1999. As general counsel, Scott has day-to-day management of the NCAA Office of Legal Affairs and its staff. The department handles legal responsibilities for the national association, supporting its governance and sport committees, 90 championships, and its national office staff assisting the membership and student-athletes. The Office of Legal Affairs also manages litigation involving the national association. Scott also oversees the Office of Government Relations and the NCAA Hearing Operations function. Prior to becoming senior vice president and general counsel, Scott spent much of his career at the NCAA focusing on media, intellectual property, and championship matters. He was lead NCAA inside counsel for all of the NCAA's television, digital and other multi-media agreements for the Division I Men's Basketball Championship and other NCAA championships since 1999. Bearby was a subcommittee chair with the 2012 Indianapolis Super Bowl Host Committee and has been active with the Indianapolis Sports and Entertainment Bar Association. He was an adjunct professor at Indiana University's McKinney School of Law (Indianapolis) for eight years. Bearby graduated in 1988 from the University of Notre Dame with a B.A. in government, and received his J.D. from the Indiana University Maurer School of Law (Bloomington) in 1992. He was in private practice for six years before joining the NCAA. Bearby also is a former Indiana Governor's Fellow.

USIPAlliance.org



**The World is Coming to Atlanta for a
Once in a Lifetime Intellectual Property
Celebration**

October 20, 2022

Don't Miss Out!

USIPA Annual Meeting | *Loews Hotel Atlanta* | **Daytime** 9:00 AM – 5:00 PM ET

THANK YOU

Stay in touch with us through:

USIPAlliance.org

Programs

USIPA Annual Meeting + GIPA IP Celebration



EAS Entertainment Arts & Sports
Increasing Diversity in Innovation



ADD ME TO THE EAS COMMUNITY



Entertainment, Arts & Sports

Protect. Advocate. Educate.

USIPAlliance.org/entertainment-arts-sports