

Playing Ball - We have served as corporate counsel for a Major League Baseball franchise. Our attorneys also helped a global packaged goods company negotiate naming rights and sponsorship for a new football stadium. Additionally, we have negotiated sponsorship agreements for Olympic, World Cup Soccer and other events.

Network Security - Our attorneys successfully defended a national cable network in a putative securities class action alleging RICO violations, involving the sale of interests in a movie production limited partnership. We defeated class certification, which was upheld by the Third Circuit in a frequently cited opinion.

Watching The Web - Reed Smith represented major motion picture studios in a precedent-setting case against a company in Canada that displayed copyrighted film, television and sports content on its Web site without permission. We helped obtain an injunction and agreement by the defendant to pursue licensing.

DJs And The DOJ - We successfully guided the owners of a nationwide group of radio stations through the first DOJ investigation of the industry's common joint sales agreement practices. The investigation concluded without the imposition of penalties, and the client was able to purchase additional stations in its target market. We also successfully defended later civil litigation instituted by competing station owners regarding the same industry practices.

Truth In Advertising - Our team has represented and advised the Association of National Advertisers in Congressional hearings on issues that include obesity, violence and children's advertising. We have also counseled ad agencies responsible for a national antismoking campaign involving print, radio, TV, events and direct mail.

Media Moguls - Reed Smith attorneys negotiated an \$800 million global media buying arrangement for an international electronics, film and music company.

Silver Screen - We obtained a multimillion-dollar settlement for a major motion picture company in a copyright suit against a television network, production company and actor, involving claims that a top-rated television series infringed our client's film.

Focus On Pro Bono - Firm lawyers represented the estate of a Pittsburgh news photographer in pro bono litigation to recover a misappropriated photographic archive considered to be the most significant complete documentation of the African American urban community in the 20th Century.

Celebrity Scuffle - Our U.K. attorneys successfully defended two parties in an action brought by Michael Douglas and Catherine Zeta-Jones for unauthorized publication of photographs of the couple's wedding. We obtained complete dismissal of claims against our clients.

REED SMITH TEAM

Members of our Media & Entertainment Team have worked in business and legal capacities for major broadcast network, music recording, advertising, computer entertainment, and other industry businesses.

Reed Smith lawyers have served as regulators for the FCC, FTC, SEC, and FDA, as well as prosecutors for the DOJ and several U.S. Attorney offices, and as assistant and deputy attorneys general and assistant district attorneys.

Our team includes:

A former U.S. Supreme Court law clerk and Assistant U.S. Attorney, who helped establish important precedent regarding media rights

The former FCC Director of the Office of Legislative and Intergovernmental Affairs under the Clinton administration

Litigators who have served as trial attorneys for the DOJ Antitrust Division

A partner who was on the Board of Directors of the National Association of Broadcasters and the Radio Advertising Bureau

The General Counsel to the Association of National Advertisers

A partner who has served on the Business Advisory Committee of the Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus

A former certified agent of the National Football League Player's Association

A technology and intellectual property dispute-resolution mediator for the World Intellectual Property Organization

REPRESENTATIVE CLIENTS

- Associated Press
- Gannett News Service
- CBS
- Fox Television Stations
- Fox Sports Networks, LLC
- HBO Film Management, Inc.
- NBC
- *The New York Times*
- *Pittsburgh Post-Gazette*
- *U.S. News & World Report*
- Twentieth Century Fox Film Corp.
- ABC Radio

FOR MORE INFORMATION

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**PROTECTING CLIENTS IN
THE HIGH-VISIBILITY WORLD OF MEDIA
AND ENTERTAINMENT IS SOMETHING
WE TAKE PERSONALLY.**

ReedSmith

It's not just business. *It's personal.*®

To succeed in the high-voltage world of media and entertainment, you need lawyers who understand your business and share your goals. Reed Smith represents clients operating in the print publishing, broadcast, cable, motion picture, Internet, music recording, sports, and advertising sectors.

Our Media & Entertainment Team is a multidisciplinary group of lawyers located in New York, Los Angeles, London and more than a dozen other cities. Our industry experience enables us to tailor our advice to each client in matters that include content-related concerns, transactions and corporate issues, intellectual property, government regulation, labor and employment, and litigation.

THE DIFFERENCE IS SERVICE

When Fortune 250 corporate counsel rank you among the top firms for quality of service and work product*, you know you're doing something right. Our dedication to taking client matters personally, and going the extra mile, has made us a top-25 international law firm with nearly 1,000 lawyers in 16 locations in the United States and United Kingdom. You'll get this same personal attention with our Media & Entertainment Team, along with the support and knowledge of every Reed Smith office if the matter calls for it. We have a long history of partnering with our clients, because we strive to be more than lawyers for you — we want to be your trusted business advisors. Clients in 40-plus countries have come to rely on our special brand of service, and the successful results that ensue from it.

* Recent survey conducted by *Corporate Counsel Magazine*.

OUR CLIENTS

Reed Smith's Media & Entertainment Team represents:

- Newspapers and other news and publishing companies
- Television and radio networks and stations
- Cable and satellite companies
- Motion picture studios
- Music recording companies
- Multimedia companies
- Interactive media businesses
- Professional and semiprofessional sports teams
- Financiers, investors, and borrowers
- Media and entertainment trade associations
- Advertising agencies
- Entertainers, artists, musicians, composers, authors, sports figures, celebrities, producers, talent agents, and rights holders

CUTTING-EDGE CAPABILITIES

The members of our Media & Entertainment Team advise on content-related matters, provide transactions and corporate support, and represent clients in intellectual property, government regulation, labor and employment, litigation, and other matters.

Content

We have defended libel allegations brought against major national newspapers, local newspapers, television networks, news magazines, and and television stations. Our attorneys have litigated matters concerning privacy rights, First Amendment, and other free speech protections. We have defended actions brought by government officials and celebrities.

Reed Smith lawyers have taken the lead in establishing precedent allowing media access to crucial court proceedings and documents. We have helped protect confidential news sources from public exposure.

We represent clients in advertising actions that involve truth in advertising, comparative advertising, authorized use and other claims. Our lawyers have brought and defended advertising cases in federal and state courts, and before federal agencies, state attorneys general, city consumer affairs departments, and industry self-regulatory groups.

Our team takes a proactive approach; we review content upfront for compliance with legal standards, including privacy concerns.

Transactions and Corporate Support

Reed Smith represents media and entertainment clients in business transactions that include acquisitions, mergers, divestitures and reorganizations. We provide total support, advising on issues involving corporate and securities, tax, employment, communications and antitrust regulation, intellectual property, and other areas.

We structure commercial agreements addressing:

- Finance, production, distribution
- Publishing, recording
- Licensing, rights acquisition
- Advertising, sponsorships, promotions
- Touring, ticketing
- Naming rights, merchandising

We assist with talent agreements, celebrity endorsements, management contracts, professional sports acquisitions, and other commercial arrangements.

Our attorneys advise on general corporate and securities matters such as executive employment and compensation, governance, and securities compliance and enforcement. We provide tax planning and represent clients in tax disputes.

We also represent media and entertainment clients in corporate litigation that includes putative securities class actions and antitrust cases.

IP

With intellectual property lawyers firmwide, we protect and enforce copyright, trademark and patent rights, and lodge and defend infringement claims across the United States and around the world. We also protect

client interests concerning trade dress, Internet identities, rights to privacy and publicity, and other emerging issues.

Our IP attorneys conduct due diligence for acquisitions, mergers, public offerings, and other transactions, including licensing, assignments and joint ventures. We help negotiate and draft commercial agreements involving intellectual property rights in movie, television, publishing, multimedia, sports, and music recording contexts. We manage all aspects of Web site creation, operation, promotion and growth.

Firm lawyers create licensing arrangements and protect the use of copy-rightable subject matter in advertising, and counsel concerning the use of celebrity figures in ads.

Our attorneys enforce client rights in federal and state courts and tribunals such as the Trademark Trial and Appeals Board, and the International Trade Commission.

Government Regulation

Reed Smith's Media & Entertainment Team includes those attorneys with regulatory experience in communications, antitrust, advertising and other areas. Firm lawyers have served as regulators for agencies that most affect our clients. With a substantial practice in Washington, D.C., we represent companies and trade groups on Capitol Hill.

Communications

We provide comprehensive representation before the Federal Communications Commission, and advise on other rules and regulations affecting the broadcast sector.

Our attorneys guide clients through:

Regulatory aspects of mergers and other transactions, including obtaining broadcast license transfers

Obtaining licenses for satellite earth stations, satellite newsgathering and microwave operations

Matters involving cable program access, the transition to Digital Television, radio pay-to-play rules, advertising restrictions, privacy concerns and other issues

Compliance programs and FCC enforcement proceedings

Antitrust

With several former Department of Justice antitrust prosecutors, Reed Smith offers strong support in every area of antitrust regulation and enforcement. We have helped media clients navigate sweeping regulatory change, including amendment to the FCC's media ownership rules.

We counsel clients concerning pricing, and antitrust risks related to acquisitions and mergers, and help prepare and defend pre-merger notification filings. Our team represents trade associations and client companies in government and private actions, and we monitor antitrust enforcement and rulemaking.

Advertising

Reed Smith offers extensive advertising regulatory support. We work with the Federal Trade Commission, other government bodies, and industry self-regulatory groups. We advise on truth in advertising, unfair competition concerns, children's advertising, promotions and other issues. Firm litigators have brought matters on behalf of and defended clients in federal and state courts, regulatory proceedings, and before industry and alternative dispute resolution tribunals.

Labor and Employment

Our team includes those who have successfully navigated major media clients through picketing, strikes, workforce reductions, and unfair labor practice proceedings brought by national unions. We negotiate and interpret collective bargaining agreements with the Screen Actors Guild, American Federation of Television and Radio Artists, and the American Federation of Musicians.

Firm lawyers counsel clients concerning employment practices and requirements, provide training, and defend against charges of harassment and discrimination and other employment claims.

Litigation

We aim to help clients avoid disputes by building strong commercial relationships and creating effective compliance programs. When claims do arise, Reed Smith answers with nationally recognized litigation firepower.

Our team includes veteran trial lawyers and appellate specialists who have obtained important victories for media and entertainment clients across the country. We have represented clients in claims involving news, advertising and other content; commercial contracts and business practices; consumer and securities class actions; intellectual property disputes; labor and employment matters; and other cases.

We have the resources to take the lead in the largest, most complex cases, and the experience to efficiently resolve smaller matters.

SUCCESS WHEN IT COUNTS MOST

Media Wars - We have defended libel claims brought by government officials and others against major national newspapers, a leading news magazine, and several television networks, as well as local television stations and newspapers. Our lawyers obtained reversal of a substantial verdict and punitive damage award against a significant media client that retained us on appeal.

Big News - Reed Smith represented a national newspaper conglomerate in several complex commercial transactions and assembled a team to address strike-related labor relations, employment documentation, investigation of harassment claims, insurance coverage issues, and e-commerce and privacy considerations.

Protected Sources - Firm lawyers have played key roles in establishing media rights to access federal juvenile proceedings and inspect affidavits underlying executed search warrants, and a reporter's right to refuse to divulge a confidential source to a grand jury.