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March Dinner Meeting

Tuesday March 8, 2011

## Brand Slam! Artist and Brand Marketing

Exploring the monetary and creative marriage of corporate brands with music and the movies, the California Copyright Conference will present a panel called "Brand Slam!" Major artists routinely extend their brand into clothing, perfumes and other types of licensing arrangements, and now emerging artists may grow their own brands as they play an important role of in brand marketing campaigns. In addition, audio has become a vital element of a company's brand identity, affording additional opportunities for artists to participate one more business aspect of the music business. This panel will provide a thought-provoking and inspiring evening for artists, publishers, labels, attorneys, advertising pros, and brand managers.

## Panelists:

- i **Rolfe Auerbach** CEO Brand in Entertainment
- i **Jody B. Friedericks**, Vice President & Executive Creative Director, DMI Music and Media Solutions
- i **Kyle Hermans**, Brand Innovation Strategist, Synecticsworld
- i **Jennifer Lyneis**, President UE 3 Promotions
- i **Bruce Sterling**, AEI Entertainment
- i **Greg Weisman**, Attorney, Silver & Freidman

## Moderator:

- i **Cheryl Hodgson**, Hodgson Law

**Tuesday March 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, Beef Bourguignon or Vegetarian Pasta  
Appetizer: Caesar Salad and Chef's Choice for dessert.

CCC Members/College Students **\$40** per person / Non-members **\$50** per person  
All Students **MUST** show College ID at the door, if paying at the member rate.

## RESERVE YOUR SEAT NOW by 10am March 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](http://www.theccc.org)**

**Dinner is payable at the door by cash or check only. No credit cards.**

Attention 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.

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