

# Media & Entertainment, including music and events

## Topic & description

## Duration

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### Media Companies: An Introduction to IP

(60 or 90 mins)

IP is often the most valuable asset of any media organisation, but when it comes to drafting a licensing, sponsorship or software agreement, how closely do you examine the IP provisions and do you know your trade marks from your copyright works?

This session will look at the basics of key IP rights and provide guidance on: Options for protection; assign/licence considerations; Dealing with third party IP; Rights in performances; Approval processes; IP warranties and indemnities; Consequences of termination.

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### Music Rights

(60 or 90 mins)

In this webinar, we will introduce the various overlapping intellectual property rights in music, from the lyrics to the composition through to recordings, performances and broadcasts. The rights in and around musical works and performances rights can be complex, but we will give you a clear understanding, as well as useful tips and advice along the way particularly for those looking to use music in advertising and online.

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### IP rights and online content for start-ups

(60 or 90 mins)

In this webinar, we will introduce the various overlapping intellectual property rights for technology companies, with a particular focus on what anyone involved with using or exploiting audio and audio-visual content . We will provide a broad overview of copyright, trademarks and passing off, then provide a deeper dive into various overlapping intellectual property rights in music, from the lyrics to the composition through to recordings, performances and broadcasts online and the further issues involved in livestreaming content online.

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### Live events in an age of pandemics

(60 mins)

The events industry has been hit hard by the pandemic. In this session we will review what we can learn from this recent experience, and what we need to consider as we slowly emerge from the pandemic and start to stage live events once again. From intellectual property considerations and other rights issues, to practical contractual considerations and tips, this session is invaluable for anyone involved with planning, staging or promoting live events, including real-world and online events.