

HOW TO REGISTER

NEW MEDIA

MARKETING AND PROMOTING MOVIES

Friday 18 May 2007
12.30 pm

Restaurant Le Goéland
La Croisette - Cannes, France

If you would like to register for this lunch seminar, please either:

- Send an email to
Béatrice Kasztelan: bkasztelan@bignonlebray.com
- Fax this form to +33 1 44 17 98 99

Providing the following information:

Name _____
Job Title _____
Firm _____
Address _____
E-mail _____
Telephone _____

Please let us know if a colleague will join you:

Name _____
Job Title _____
Firm _____
Address _____
E-mail _____
Telephone _____

PLEASE RESPOND BY FRIDAY 11 MAY 2007

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Bignon Lebray & Associés is pleased to invite you to its third annual lunch seminar looking at IP issues in the media world.

The media and entertainment world is fast evolving with the constant appearance of new technologies. The growth of digital and mobile media means that consumers can choose to watch movies and TV programmes on their ipods, mobiles or PCs.

The law is adapting and this lunch seminar will discuss some of the IP issues surrounding these technological developments. To do so, Bignon Lebray & Associés welcomes some of its Meritas colleagues as speakers to the conference.

BIGNON LEBRAY & ASSOCIÉS

SOCIÉTÉ D'AVOCATS

For more than 20 years, Bignon Lebray & Associés has developed its team skills in every domain of business law. Today the firm counts 115 professionals spread over 5 offices and 10 practice areas. Its IP team is particularly recognised in the media and entertainment sector.

www.bignonlebray.com



From screen to machine and everything in between, the IP Media department at FSI advises on all aspects of convergence. With particular expertise in the enforcement and protection of intellectual property, clients of the department include Paramount, CNN, Turner Broadcasting, Lionsgate Entertainment, Bankside Films and the artist Banksy.

www.fsilaw.com

LG @ VOCATS

Founded in 1995, LG@vocats is generally considered the leading Luxembourg firm on Media, IT and IP issues. Its clients comprise broadcasting companies, production companies, regulatory bodies, and users of satellite transmission capacities.

www.vocats.com



Meritas is one of the world's largest and most respected legal resources - an integrated, non-profit alliance of more than 170 independent commercial law firms located in over 60 countries.

www.meritas.org

PROGRAMME

CONVERGENCE: THE BUZZWORD THAT BECAME REALITY

Convergence is upon us. Not long ago the mobile business was about ringtones and sms. The launch of new mobile devices has opened a new world of possibilities including video and games. IPTV is also about to forever change the television industry.

Media convergence has given rise to a new array of IP issues and our panel of experts will look at some of the most important ones.

- TV of the Future: a new bright technology
- Mobile Marketing: a videoclub in your mobile?

CONTENT CREATION: WHAT YOU NEED TO WATCH OUT FOR

Content creation is a cornerstone in the success of digital media. The production of some content types presents certain specificities that our experts will explore in this session.

- The production of cultural content
- What strategy for the moving market of adult content?

MEDIA HAVENS

While the issue of convergence has no borders, we propose to discuss the tax and regulatory benefits of using Luxembourg as the base for pan-European satellite transmissions and to see what new and booming horizons may offer.

- Luxembourg: a TV haven?
- Going beyond the Occident boundaries: the new Indian and Chinese dynamics

SPEAKERS

- **Robert Lands**, Partner - Finers Stephens Innocent
- **Stephan Le Goueff**, Partner - LG@vocats
- **Anne-Marie Pecoraro**, Partner - Bignon Lebray & Associés