

## Distribution and Licensing Agreement Workshop: The Essentials of Negotiating and Drafting

*Entertainment, Media & Communication Law*



Webcast

**Date:** Monday, April 11, 2022 | 1:00 pm to 4:00 pm

**Location:** Webcast Only

**Co-Chairs:** **Jordan Narod**, Gowlings WLG (Ottawa)  
**Megan Seto**, Deloitte (Toronto)

**Speakers:** **Jayne Alter**, Dentons (Toronto)  
**Andrea Green**, Blue Ant Media (Toronto)  
**Divya Shahani**, Miller Thomson LLP (Toronto)  
**Justin Vessair**, WildBrain (Toronto)



This program is eligible for up to **3hrs** of  
**Substantive Content**.

*The OBA has been approved as an Accredited Provider of  
Professionalism Content by The Law Society of Ontario.*

Negotiating and drafting distribution and licensing agreements is an essential part of an entertainment law practice. In working with clients, it is imperative to be aware of the industry standards. Attend this interactive program to gain the fundamental knowledge and strategies you need to negotiate and draft distribution and licensing agreements in the entertainment context. Participate and work cooperatively with your peers through a case study as you propose strategies as well as benefit from receiving feedback on your ideas from our expert faculty.

Register now to develop greater confidence in advancing your client's interests and leave ready to put the skills you have gained to immediate use. For lawyers involved in negotiating and drafting distribution and licensing agreements, this is a highly valuable hands-on and practical primer or refresher!

1:00 pm Welcome and Opening Remarks

1:05 pm **Drafting Essentials for Distribution and Licensing  
Agreements**

Gather valuable insights on key deal terms and clauses in distribution and licensing agreements. Examine drafting techniques and strategies that you can implement immediately to draft an agreement with confidence.

1:50 pm Break

2:05 pm **Effective Strategies for Negotiating Distribution and  
Licensing Agreements**

Learn how to tackle negotiating a distribution and licensing agreement. In small groups, work with your

colleagues to review and discuss a stock agreement, along with a fact pattern. You'll identify contentious issues and brainstorm possible strategies. The small groups will then reconvene to receive feedback from our top-notch instructors. Hear about:

- Negotiation techniques and strategies
- Industry standards and pitfalls to avoid
- Exclusivity considerations

3:45pm Questions and Answers

3:55 pm Concluding remarks

4:00pm Program Concludes

**PROGRAM REGISTRATION IS ONLINE** [www.oba.org/pd](http://www.oba.org/pd)

Questions? [pd@oba.org](mailto:pd@oba.org)