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Ezra Doner is an industry specialist lawyer for the filmed entertainment sector, focusing on the production, finance and distribution of motion pictures and television shows and related copyright and literary property matters. He practices in other entertainment verticals as well.

Before entering private practice, Mr. Doner served as an executive and lawyer with film companies in New York and Los Angeles, including Miramax Films, Gladden Entertainment, Cinema Group and Paramount Pictures.

Mr. Doner has rendered business affairs and legal services in connection with the blockbuster franchises *Lord of the Rings* and *The Chronicles of Narnia*, Academy Award-winning Best Pictures *The Hurt Locker* and *Shakespeare in Love*, the multi-nominated independent film *Beasts of the Southern Wild* and many other acclaimed films and literary properties. He is also an arbitrator for the Independent Film And Television Alliance (IFTA).

Mr. Doner is a graduate of Yale University and Columbia Law School and is admitted in both California and New York.

Eriq Gardner is a senior editor at The Hollywood Reporter. He is primarily responsible for THR, ESQ, an award-winning blog which provides breaking news and cutting edge analysis of pertinent topics in media law. A graduate of the Medill School of Journalism at Northwestern University, Gardner has also written for Bloomberg, Slate, New York Magazine and elsewhere, plus worked as a digital consultant for a national cable news network.

Richard J. Gering, CLP

Principal

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Richard J. Gering provides consulting and expert witness services to clients with an emphasis on economic analysis and damages in complex commercial disputes and all forms of intellectual property – copyright, patents, trademark, trade secrets and trade dress. Economic consulting in intellectual property matters include commercial success, lost profits, reasonable royalty, price erosion, convoyed sales and EMVR. He has testified in arbitrations, depositions and Federal Court. Richard has been published in the field of economic damages and valuation of intellectual property and has taught economic damages and strategy at the Villanova University School of Law. Richard's employment experience includes Big Four and regional accounting firms.

Richard has a Bachelor of Commerce in Economics and Business Administration (1980) and an Honors in Economics (1981) from the University of Natal Durban in South Africa and a MA in Economics (1986) from the University of Maryland, College Park where he was a PhD candidate and completed all requirements except for his dissertation. He is a Certified Licensing Professional (CLP). His education has been supplemented by various continuing education courses offered by a variety of professional organizations. He has spoken before professional and educational groups on various aspects of intellectual property, economic damages and valuation. Richard's full CV & Rule 26 Disclosures are available upon request.

Peter Hamilton
NYSBA

Peter Hamilton
Peter Hamilton Consultants, Inc. / DocumentaryBusiness.com

Peter Hamilton is a senior consultant who specializes in business development and marketing for the unscripted video industry. His clients have included CBS, Global Canal+, A+E Networks, National Geographic Channels, BBC, Vulcan & Dalio Foundations, and Singapore's IMDA. He has planned and helped launch dozens of channels, notably for Discovery International.

Peter is the founder, editor & publisher of DocumentaryBusiness.com, giving weekly insider analysis to 20,000+ executives and producers worldwide.

For the Smithsonian Channel and BBC, he co-EP'd "A SHOT TO SAVE THE WORLD". Bill Gates features in and funded this important film about the race to develop the polio vaccine.

Peter is the co-author of "Off-Hollywood: The Making & Marketing of Independent Films" (Grove Press). He served as an executive for CBS International. He was educated at U. of Melbourne and U. of Pennsylvania (MBA). His consulting firm has been based in New York since 1987.

Oliver Herzfeld

Oliver Herzfeld is the Chief Legal Officer at Beanstalk, an Omnicom-owned global brand licensing agency and consultancy that has represented hundreds of the world's most reputable brands, celebrities and entertainment properties since its inception in 1992. In his role, Oliver leverages over 20 years experience practicing trademark, copyright and intellectual property law to help clients such as AT&T, Procter & Gamble, Stanley Black & Decker and HGTV extend their brands into new product categories through strategic brand licensing partnerships. Nothing herein should be considered legal advice or the creation of an attorney-client relationship.

ALEENA B. MAHER

Senior Vice President, Business & Legal Affairs
Program Acquisitions & Program Enterprises/Distribution
Viacom Media Networks

Aleena has over 20 years of in-house Business & Legal Affairs experience at leading media companies where she has led high level negotiations and structured and drafted complex deals for basic cable television, including for the acquisition of television series and movies; original production of scripted, reality, sports, live events and award shows; international and domestic distribution across traditional and digital platforms; marketing, sponsorships, branded entertainment and digital media. She has substantial knowledge of digital distribution including the windowing of content across those platforms. Aleena has worked at Viacom Media Networks for 11 years, and in her current role she oversees Business and Legal Affairs for Program Enterprises where she spearheads international and domestic distribution deals with leading third party distributors and licensees for content produced for and owned by the Paramount Network (formerly Spike), TV Land, MTV, VH1, CMT and Logo. Prior to joining Viacom, she worked at NBC Universal, where she served as one of the primary attorneys for USA Networks, the SCI FI Channel & the TRIO. Network. Aleena began her in-house career at Spelling Entertainment and prior to that position, she worked as a corporate and securities lawyer in private practice. Aleena is a graduate of Rutgers College and Benjamin N. Cardozo School of Law and lives in NYC.

John R. Morse, Ph.D., Biography

Dr. Morse is a Sociologist who specializes in corporate development and digital video analytics. His consulting company, Byron Media, Inc., has provided over 25 years of media research support for emerging and established corporations and non-profits. He also serves as an expert witness on audience measurement issues.

His client list includes AccuWeather, Comcast-NBC Cable, the Hallmark Networks, America Online, Home & Garden TV, Ovation, DirecTV, American Movie Classics, Bravo, Reelz, Z Living and YES Network. He has recently worked extensively on “Big Data” projects including building out Bill Gates’ Corbis media initiative.

After a full-time career in academia (CUNY and SUNY colleges) which included heading a grant-funded research institute, he became Supervisor of Research, New Technology Department, American Broadcasting Company (ABC), coordinating developmental research for ABC’s three cable TVTV properties: Arts & Entertainment, ESPN, and Lifetime. In the late 1980s, he was head of the Market Research Division of InfoTechnology, Inc., a New York-based venture capital company involved in the developing electronic information services. This group included United Press International (UPI), Financial News Network (FNN), The Learning Channel, and the Data Broadcast Corporation.

Dr. Morse’s current focus is on new media platforms and related trends in consumer usage of new electronic technologies. He has also served on The Nielsen Media Research advisory committee on expanding measurement of new platforms including online, mobile, and Subscription On Demand.

Dr. Morse holds graduate degrees from Cornell University (M.P.A.) and New York University (Ph.D.).

Complex Networks

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As Senior Vice President, Business & Legal Affairs and Chief Legal Officer for Complex Networks, Rhonda Powell leads a team of professional and administrative staff that supports all areas of the company's rapidly growing digital media business. In her role, Rhonda provides strategic and legal guidance to the organization on a range of topics, including content creation, intellectual property protection, content distribution, advertising and social media. She also oversees compliance and litigation matters for the company, including development of applicable internal policies and processes, and acts as the company's Corporate Secretary. Ms. Powell joined Complex in January 2017 after twelve (12) years in various roles at Scripps Networks.

At Scripps Networks, Ms. Powell spent three years as Vice President, Business & Legal Affairs, managing the team providing negotiation and documentation support to the Digital Content Creation and Digital Advertising Sales teams across all Scripps Networks' digital properties, including network-branded websites and Ulive.com. Ms. Powell utilized her analytical skills and judgment to assist clients in the development and implementation of their strategic and tactical plans and to provide transactional support. Rhonda assumed this role after five years leading the Business Affairs team serving Food Network, one of Scripps most popular and widely-distributed programming networks as well as Scripps' newest network, Cooking Channel.

Ms. Powell joined Scripps Networks in late 2004 as Director in the Legal Affairs department, where she was responsible for negotiating and drafting agreements on behalf of her clients in the New Media, Business Development and Information Technology units. Her skills and dedication were vital to Scripps Networks' successful completion of groundbreaking deals in its Business Development unit, including the licensing agreement with Kohl's Department Stores. In addition, Rhonda's significant contributions of knowledge and support assisted the Information Technology unit in negotiating agreements and developing internal policies in connection with a myriad of initiatives designed to upgrade and expand the company's capabilities for its online properties and internal operations.

Ms. Powell's legal career began with law firm practice, including practice in the corporate departments of LeBoeuf, Lamb, Greene & MacRae and Proskauer Rose LLP, where she gained significant experience working on transactions in the communications, media, biotechnology and e-commerce areas, many of which involved the transfer and valuation of significant intellectual property

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assets. It was at Proskauer Rose that Ms. Powell began to develop her expertise in counseling clients with regard to intellectual property issues in the corporate law context. Ms. Powell left Proskauer Rose in 2000 to join the legal department of Reuters America Inc. While at Reuters, Ms. Powell was responsible for managing the company's non-standard transactional agreements and commercial relationships relating to the licensing of content and news, strategic relationships, acquisitions, procurement and outsourcing, as well as for counseling various operational and client-facing groups on topics ranging from use of open source code to rights management.

Ms. Powell is graduate of Harvard University (*magna cum laude w/ summa honors in major*) and The University of Michigan School of Law, where she was named a Clarence Darrow Merit Scholar. A member of both WICT and NAMIC, Ms. Powell has taken an active role in efforts to celebrate and enhance diversity in the corporate workplace and workforce. Ms. Powell serves on the Boards of Directors of PowerMyLearning, which has as its core mission the use of technology and creation of partnerships among parents, teachers and children to enhance and enrich the learning experience and the Food Education Fund, which supports Food and Finance High School, the only New York City public school providing students with a comprehensive culinary education. She is a mentor to several young women and men throughout the New York metropolitan area, including high school, college and law school students, as well as junior lawyers.



Peter Rienecker is Vice President, Legal Affairs for Home Box Office, responsible for legal matters concerning development, production, distribution and advertising of original programming, First Amendment issues, intellectual property and related labor concerns. In particular, he is responsible for pre-telecast and content review of documentary, investigative, news and sensitive fact-based programming for the network. Prior to HBO, Peter practiced entertainment, media and intellectual property law at Phillips, Nizer, Benjamin, Krim & Ballon; Berger, Steingut, Tarnoff & Stern; and Robert V. Gaulin & Associates. From 1985 to 1990, he was an associate at Cravath, Swaine and Moore. Peter is an adjunct professor at Yeshiva University's Benjamin N. Cardozo School of Law, has been a guest lecturer at University of Ulster School of Law in Derry, Northern Ireland, a frequent lecturer and panelist on the subjects of entertainment, communications and media law, and serves on the Board of Directors of Volunteer Lawyers for the Arts. He is a graduate of Harvard Law School and Boston College.



Irina Tarsis, Esq., is an art historian and a practicing attorney in Brooklyn, New York. Founder and Director of the [Center for Art Law](#), she conducts provenance research and consults on various art law matters such as title disputes, copyright infringement and fair use, artists' rights, restitution, authenticity and provenance research. Ms. Tarsis lectures on the

subject of resale royalty rights, due diligence in provenance research, fair use issues affecting visual arts and many others.

Ms. Tarsis is an active member of the Entertainment, Art and Sports Law Section of the New York State Bar Association and the Art Law Committee of New York City Bar. She is currently Co-Chair of the New York County Lawyers' Association's Art Law Committee. Between 2012 and 2015, she served as the chair of the Cultural Heritage and the Arts Interest Group of the American Society of International Law.

Inaugural Art Law Post Graduate Fellow at Benjamin N. Cardozo School of Law, Ms. Tarsis has served on the faculty of the European Shoah Legacy Institute/Provenance Research Training Workshops in Vilnius, Lithuania (2013), Athens, Greece and Rome, Italy (2014). A recognized speaker on the topics of due diligence in provenance research Ms. Tarsis has lectured widely in professional and academic settings, including the 2015 conference in London entitled "Art, Law and Crises of Connoisseurship" and has The 6th International Conference of Experts on the Return of Cultural Property which took place in Gangnam-gu, South Korea in 2016. Her publications include articles in the *Entertainment, Arts and Sports Law Journal*, *Cultural Heritage & Arts Review*, *Library and The Cultural Record*, the *ArtWatch UK Journal* and the Institute of Art & Law's journal, *Art Antiquity and Law*.

Born in Kiev, Ukraine, she is a graduate of the University of Virginia, where she received her Bachelor of Science in International Business. She earned her Masters Degree in Art History from Harvard University, and her Juris Doctorate from Benjamin N. Cardozo School of Law.

In 2016, Ms. Tarsis has been recognized as a rising star and a top rated nonprofit organizations attorney in Brooklyn, NY.



Barry Werbin

Counsel

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SERVICES

- Intellectual Property, Technology Transactions & Licensing, Litigation, Information Governance, Sports, Art

EDUCATION

- Fordham University School of Law(J.D., 1981)
 - Law Review
- City University of New York, Queens College(*magna cum laude*)

ADMISSIONS

- New York
- California
- U.S. Supreme Court
- U.S. Court of Appeals, 2nd Cir.
- U.S. Court of Appeals, 3rd Cir.
- U.S. District Court, E.D. New York
- U.S. District Court, S.D. New York
- U.S. District Court, Dist. of Colorado
- U.S. District Court, C.D. California

Barry Werbin is counsel at Herrick, Feinstein LLP and a member of its Intellectual Property Group. Barry concentrates his practice in intellectual property and online issues (including trademarks, trade dress, copyrights, unfair competition, false advertising, publicity and privacy rights, trade secrets, domain name issues and UDRP arbitrations, digital rights protection, trademark and content licensing, Internet and traditional marketing and sponsorship agreements, publishing, due diligence and exploitation rights) and technology (including software licensing and development, IT support agreements, website development and hosting, and data and computer security breaches). Barry handles infringement and other complex commercial litigation and a broad variety of IP-related transactional matters.

Barry was Chair of the Copyright & Literary Property Committee of the New York City Bar Association 2010-2013. From 2010 - 2013 he was a member of the INTA's Online Use/Web 2.0 Working Group, which studied brands in social media. Barry serves as Co-Chair of the NY State Bar EASL Section's Publicity, Privacy and Media Committee, and is a member of the EASL Executive Committee. Barry is Co-Chair of Fordham Law School's Intellectual Property Alumni Affinity Group, and also lectures on copyright law at St. John's Law School and Brooklyn Law School, and has lectured on Internet law at Parsons School of Design.

From 2013 through 2017, Barry was recognized as a top intellectual property litigation lawyer by Thompson Reuters' Super Lawyers, which rates outstanding lawyers who have attained a high-degree of peer recognition and professional achievement.

Memberships & Associations

- Copyright & Literary Property Committee of the New York City Bar Association
 - Current Member; Former Chair (2010-2013)
- The New York State Bar Association
 - Co-Chair, Publicity, Privacy and Media Committee of the Entertainment, Arts and Sports Law Section
 - State Bar EASL Executive Committee
- New York City Bar Association
 - Intellectual Property Council
- American Bar Association
 - Litigation Section
 - Forum Committee on the Entertainment and Sports Industries
 - Sub-Committee on Online Copyright Issues
- International Trademark Association
 - Bulletin Committee
- Copyright Society of the U.S.A.
 - Co-Chair, New York Chapter
- Fordham Law School
 - Co-Chair, Intellectual Property Alumni Affinity Group