



Tuesday, May 28, 2019

Registration: 12:00 p.m. • Program: 12:30 p.m. – 1:30 p.m.

Speaker:

Chad N. Payne, Esq.

Vice President, Legal & Business Affairs, *The Players' Tribune*

The Art of the Athlete Deal in Today's Sports Digital Media

Through the lens of the industry's leading athlete-generated content platform founded by former New York Yankees shortstop Derek Jeter, learn about current trends and tactics in sourcing, drafting and negotiating various licensing, rights and other partnerships with professional athletes. Whether it's Steph Curry, Von Miller, Tony Hawk, Alex Morgan or a little-known Olympic fencer, media companies and their partners are tapping into athletes' engaged, loyal fan bases to grow audience and drive revenue. Hear about navigating competing legal interests and other complexities of these deals--all while protecting your client at every turn.

– Approved for 1.0 General CLE Credit –

OCBA Offices
 4101 Westerly Place
 Newport Beach, CA 92660
(Complimentary Parking)

Seating is limited, and lunch may not be available for purchase on the day of the meeting. Registration is not confirmed until payment is received. The OCBA is not responsible for lost, misdirected or delayed mail. Registration may not be transferrable; Certain conditions apply. Cancellations must be received in writing via fax or e-mail three (3) business days prior to the meeting date to receive a refund. OCBA reserves the right to substitute speakers. This activity has been approved for MCLE credit by the State Bar of California in the amount of 1.0 hour(s), as appropriate to the content of the activity. OCBA is a State Bar of California approved MCLE provider and 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 MCLE. Non-Attorney guests may attend with a registered attorney at equal rate. Persons with Disabilities: If special arrangements are required for attendance, please contact the OCBA at least 10 days prior to the event.

Register by fax, mail or online at www.ocbar.org

OCBA Entertainment, Sports, & Marketing Section Meeting – May 28, 2019

Meeting Price – After 5/23/19, Add \$10	Includes Lunch	Vegetarian Meal <input checked="" type="checkbox"/>	No Lunch
OCBA ESM Section Member	<input type="checkbox"/> \$25	<input type="checkbox"/>	<input type="checkbox"/> -0-
OCBA Attorney (Non-Section Member)	<input type="checkbox"/> \$50	<input type="checkbox"/>	<input type="checkbox"/> \$25
Non-OCBA Member Attorney	<input type="checkbox"/> \$60	<input type="checkbox"/>	<input type="checkbox"/> \$35

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By providing your email address, you agree to allow the OCBA to email you regarding relevant OCBA information.

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