



Beverly Hills Bar Association | Negotiating Product Integration and Brand Licensing Deals for Movies

November 20, 2019

Davis+Gilbert is a proud sponsor of the Beverly Hills Bar Association's "Negotiating Product Integration and Brand Licensing Deals for Movies" taking place in Los Angeles on November 20. Joseph Lewczak, Davis+Gilbert Advertising + Marketing partner, will present on the expert panel.

Event Overview

This session will cover the ins and outs of negotiating deals to not only include brands or products in movies but that also permit the brands to use studio intellectual property on products, packaging and premium items.

Expert Panel

- Jesse S. Connors, Associate Principal Counsel, Walt Disney Studios Motion Pictures
- Joseph Lewczak, Partner, Advertising + Marketing, Davis+Gilbert LLP

For more information or to register, please visit the event website.

Authors

Joseph Lewczak
212 468 4909

Joseph Lewczak