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US-PARTNERORGANISATION  
German-American Law Association  
(GALA), New York, N. Y.

Bonn, April 2012

Zentralvorstand  
Dr. Daniel Biene, LL.M.

The German-American Lawyers' Association in conjunction with the US Consulate General Hamburg, the International Media Center (Transatlantic Talks), and Bucerius Law School extends a cordial invitation to the

**5<sup>th</sup> "Hamburg International Media Law Forum" (IMLF)**

to be held on

**Thursday, July 5, 2012, at 7:30 pm.**

Topic: **Product Placement and Branded Entertainment in Europe and the United States**

Panelists: **Prof. Rosalind (Roz) Lichter**  
Attorney at Law, New York; Entertainment Law Adjunct  
Professor, Tisch School of the Arts at NYU,  
Graduate and Undergraduate Divisions

**Wolfgang Brehm**  
Attorney at Law, Berlin (Brehm & v. Moers);  
Lecturer, Film Academy Baden-Württemberg;  
Lecturer, Media Business School Madrid

**Dr. Moritz Holzgraefe, LL.B.**  
Advisor to the Publishing Director BILD,  
Axel Springer AG, Berlin

Moderator: **Priv.-Doz. Dr. Hannes Rösler, LL.M. (Harvard)**  
Max Planck Institute for Comparative and International Private  
Law, Hamburg

Welcome: **Dr. Daniel Biene, LL.M. (New York)**  
DAJV Board Member, Berlin

**Her Excellency Dr. Inmi Kim Patterson**  
US Consul General, Hamburg

Venue: **Bucerius Law School**  
Moot Court Room, Jungiusstrasse 6, 20355 Hamburg

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European legislators opened the doors for product placement in film and TV when they converted the so-called “TV without Borders” Directive into what is now the Directive for Audiovisual Media Services (2007/65/EC). Despite Germany’s efforts to keep product placement out of movie theatres and living rooms, all that has remained of those efforts is the ban of placements from children’s and news shows. There are extensive labelling requirements for programming containing product placements. In addition, marketers may not interfere with the independent role of the media, which at least in theory prohibits agenda setting activities. However, industry practice suggests a certain gap between legislative intention on the European level, implementation in German law, and the realities of the marketing and entertainment worlds. Is Europe giving way to ever increasing commercialization? Or are we looking at a legitimate practice necessary to remain competitive with U.S. film and TV productions in the global marketplace?

**Prof. Rosalind (Roz) Lichter** is a prominent New York based film and entertainment attorney with offices in Robert de Niro’s Tribeca Film Center. She has served as production counsel for films distributed by Miramax, Sony Pictures Classics, Paramount, and Warner Brothers. Lichter represents directors, writers and producers in film and television on the law and business of entertainment. In addition to her full-time practice she teaches at Tisch School of the Arts (NYU).

**Wolfgang Brehm** practices film and entertainment law in Berlin. His firm, Brehm & v. Moers, employs more than 30 lawyers in four offices throughout Germany. Brehm is widely regarded as one of the leading German film lawyers, having represented several big-budget Hollywood productions as well as acclaimed domestic projects and financing deals. He is the author of a film law handbook and teaches at the Film Academy Baden-Württemberg and the Media Business School Madrid, Spain.

**Dr. Moritz Holzgraefe** studied law at Bucerius Law School and at Duke University. He published his doctoral dissertation on “Product Placement in TV and Video Games” in 2010 and now serves as the Advisor to the Publishing Director of BILD, one of Germany’s biggest media brands with a daily reach of more than 12 million people.

**Privatdozent Dr. Hannes Rösler, LL.M. (Harvard)** is since 2004 a senior staff researcher at the Max Planck Institute for Comparative and International Private Law in Hamburg, one of the world’s foremost institutions in the field, and has just concluded his “Habilitation”. He attended law school in Marburg, as well as the London School of Economics and Harvard University, and currently teaches media law at Hamburg University. Rösler has an extensive list of publications to his credit and has founded the IMLF in 2008 together with Daniel Biene.

Following the panel discussion the DAJV is pleased to invite you to continue the discussions informally with wine and light refreshments in the “Süd-Lounge” of Bucerius Law School. Please return the enclosed RSVP form until **June 29, 2012**.

**Notice regarding German CLE credits:**

Es werden Teilnahmebestätigungen zur Fortbildung für Fachanwälte im Urheber- und Medienrecht i.S.d. § 15 FAO ausgestellt und direkt im Anschluss an die Veranstaltung persönlich überreicht. Bitte geben Sie schon bei der Anmeldung an, ob Sie eine entsprechende Bescheinigung benötigen.

*Dr. Ludwig Leyendecker*  
(President)

*Dr. Daniel Biene*  
(Board Member)

*Priv.-Doz Dr. Hannes Rösler*  
(Max Planck Institute)