

JOEY ARNEL SAYSON

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Member of the State Bar of California, 1996

EXPERIENCE

LAW OFFICES OF SAYSON & ASSOCIATES, Los Angeles, CA

June 2002 – Present

Principal

Founded boutique law firm in 2002 specializing in entertainment law; copyright and trademark law; intellectual property merchandise and promotion licensing; intellectual property rights management and enforcement; interactive video game production; and new media transactions. Representative clients include major motion picture studios; animators; independent film producers; non-fiction writers; screenwriters; start-up television and motion picture production companies; start-up online screenplay marketing website; and start-up and established video game developers. Representative entertainment law matters include art director services; corporate sponsorship agreements; directing services; interactive game licenses for consoles, server-based, wireless devices; licensing agent; life story rights option and purchase; literary option and purchase; merchandising license; model release; music publishing; personal manager services; producing services; production services; professional services; promotional license; publishing; radio syndication; software development and licensing; and writing services agreements.

• Representative entertainment transactional law clients include:

- Alex Meisel & Co., licensing agency for Kathy Davis Studios
- Biddle Productions and Biddle Internet LLC, production company and producers of “Domino Champs”
- DJ Mr. Vince and PhreQuency Entertainment, Inc. producers of “Full Throttle Radio”
- Epicenter Studios, LLC, interactive game developer
- Floor 84 Studio, LLC, visual design company, website developer and interactive game developer
- John Slowsky, videogame art director and Race Studios, Inc., videogame producer
- Paul Oscher, legendary blues musician
- Red Ezra, award-winning photographer and director
- Scenic Route Pictures and Scenic Route Pictures Multimedia, production companies

• Representative consumer products merchandising and promotional licensing clients include:

- Becky Bones, LLC (for *Becky Bones*)
- DreamWorks Animation, LLC (for *How To Train Your Dragon franchise, Kung Fu Panda franchise, Madagascar franchise, Shrek franchise, etc.*)
- Soto Design and Media Group, Inc. (for Sabrina Soto, multi-media lifestyle expert)
- Tact Communications, Inc. (for *Angel Cat Sugar*)
- Universal Studios Licensing LLC (for *Back to the Future franchise, Curious George, Despicable Me franchise, Jurassic Park franchise, Universal Monsters, etc.*)

- Representative professional services and commercial transactions clients include Mickey Sills, award-winning fashion designer (Scanty Clothing); Bahman Ehsan Engineering, Inc.; Ray Doustdar, President and Founder of TeamDating.com; and Westlake Magazine, LLC, publisher.

- Representative list of opposing parties for media projects and professional services matters include Activision Publishing, Inc., Animation Dimensions Pvt. Ltd.; Arkadium, Inc.; BBTv, LLC; Blackwater Capital Group, Inc.; The Collective, Inc.; Digital Entertainment Corporation of America; DogandPony.tv, LLC; Lakshya Digital Pvt. Ltd.; Larry Flynt Productions, LLC; SBH Intimates Inc.; Superadio, LLC; THQ, Inc.; TKO Entertainment, Inc.; United Stations Radio Networks, Inc.; Universal Music Group; Warner Bros. Interactive Entertainment, Inc.; Wells Fargo Bank, N.A.; Yahoo, Inc. and X Radio Networks.

- Representative list of opposing parties for merchandising license agreement matters include All-Star Apparel; Aristocrat Technologies; C&D Visionary, Inc; Café Press; Childrens Apparel Network; Children's Education Network; ConAgra Foods; Dolce & Gabbana; Fantasy Flight Games; Franco Manufacturing; Franklin Mint; H&M Hennes & Mauritz; IGT; Jerry Leigh of California, Inc; Jibbitz LLC; Joseph Enterprises; Junk Food; KNG America; Hallmark Cards, Inc.; Hasbro, Inc.; Leapfrog; LEGO System A/S; Mattel, Inc; Mega Toys; Mighty Fine; Nike; Playmates Toys, Inc; Pottery Barn; Procter & Gamble; Rich Brands, LLC; Rubie's Costume Co.; Samsung Card; Thinkway Toys; University Games; USAopoly; Vtech Electronics North America, LLC; WMS Gaming
- Representative list of opposing parties for promotional license agreement matters include Bee Action Marketing Below The Line, LDA; Bel Nordic AB; Billy Bee Honey Products Ltd; Bimbo, SA; DE CV; Bimbo-Productos Alimentares, LDA; Blockbuster Entertainment; Boss Creations International, Inc; Burger King Corporation; Capilano Honey, Ltd; Carl Karcher Enterprises, Inc; The CDM Company, Inc; CEC Entertainment, Inc; Cereal Partners Worldwide; CJ Foodville Corp; ConAgra Foods, Inc; Cruz Pedregon Racing; Effem Foods Inc; FTD.com, Inc; Frito Lay Canada; General Mills Canada Corporation; General Mills Marketing, Inc; Golden Heritage Foods, LLC; Gruppo Buondi Bistefani SPA; Hardee's Food Systems Inc; Harry's France; Henkel Belgium NV; H.J. Heinz SARL; Honningcentralen A/L; Interstate Brands Corporation; Kraft Foods; L'Oreal Paris, A Division Of L'Oreal Canada Inc; Lowe & Partners Worldwide, Inc. as agent for the National Fluid Milk Processor Promotion Board; Magic Production Group SA; Marcas Nestle, SA DE CV; Master Foods; National Honey Board; Nestle; Newell Industries Canada Inc. dba Sanford Brands—A Newell Rubbermaid Company; Pandurata Alimentos LTDA; The Pepsi Bottling Group; The Procter & Gamble Company; Sargento Foods Inc; Unilever Norge AS; Wm. Wrigley Jr. Company; and Yamazaki Nabisco, Inc.
- Representative list of opposing parties for publishing license agreement matters include Dorling Kindersley Ltd.; Editions Gladius International Inc; Hachette Livre, Departement Hachette Jeunesse; HarperCollins Publishers; M6 Interactions; Magnard S.A.; Mattel, Inc.; Michel LaFon Publishing; Penguin Books Limited; Penguin Group (USA) Inc.; The Random House Publishing Group; Random House UK Limited; Rodale, Inc.; Running Press Book Publishers, A Division Of Perseus Books; Titan Publishing Group, Ltd.; and Tom Doherty Associates, LLC.

UNIVERSAL INTERACTIVE, INC., Universal City, CA.

July 2001 – June 2002

Legal Consultant Business and Legal Affairs

Negotiate and draft software development, pre-production, production services, marketing, joint promotion, licensing, submission, equipment loan, website development and consulting services agreements for interactive video games on multiple game platforms. Research and draft memoranda analyzing rights under current agreements. Create and maintain UI trademark, copyright and URL registration procedures. Serve as liaison between UI Business Affairs and Universal Studios corporate trademark counsel. Coordinate, supervise and assist outside counsel on litigation and business issues. Review UI product for legal clearance issues from idea submission through final product development. Review product packaging, advertising and promotional materials for accuracy, compliance with contractual obligations, and the protection of UI's interests. Provide legal advice in support of all UI departments.

- Noteworthy video game titles on which I rendered services
 - ***Bruce Lee: Quest of the Dragon*** (Xbox) –Ronin Entertainment
 - ***Crash Bandicoot: The Wrath of Cortex*** (PS2/Xbox) –Traveller's Tales; Konami Corporation
 - ***Crash Bandicoot The Huge Adventure*** (GBA) – Vicarious Visions, Inc.
 - ***The Hulk*** (PS2/Xbox/Gamecube) – Radical Entertainment Inc.
 - ***The Lord of the Rings: The Fellowship of the Ring*** (Xbox) – WXP, Inc.
 - ***Monster Force*** (GBA) – Digital Eclipse Software, Inc.

- ***The Scorpion King: Sword of Osiris*** (GBA) – WayForward Technologies
- ***The Scorpion King: Rise of the Akkadian*** (PS2) – Point of View, Inc.
- ***Spyro: Enter the Dragonfly*** (PS2/Gamecube) – Equinoxe Digital Entertainment
- ***Spyro The Dragon Season of Ice*** (GBA) – Digital Eclipse Software, Inc.
- ***Spyro 2 Season of Flame*** (GBA) – Digital Eclipse Software, Inc.
- ***The Thing*** (PS2/Xbox/PC) – Computer Artworks Ltd.

UNIVERSAL STUDIOS CONSUMER PRODUCTS GROUP, Universal City, CA. April 1999 – June 2001

Counsel Business and Legal Affairs

Negotiate and draft merchandising and promotional license agreements for produced animated and live action television and theatrical motion pictures, including Internet Guidelines for the Use of Universal Property on the Internet. Research and draft memoranda analyzing talent approval, merchandising, promotional tie-in, publishing and interactive rights for properties to be licensed. Advise sales group on rights availability during the deal-making process and creative approvals group on all matters during licensee product approvals process. Enforce the provisions of the license agreements covering the creative approvals process. Investigate infringements, send cease and desist letters if necessary and draft and negotiate settlement agreements. Send demand letters to licensees with overdue accounts and draft and negotiate settlement agreements. Coordinate, supervise and assist outside counsel in collection and infringement actions and Freedom of Information Act request. Negotiate and draft representation agreements for agents in foreign territories, strolling character license agreements for theme parks, event services agreements for trade shows and confidentiality and non-disclosure agreements for potential licensees. Draft third party approval letters for properties represented by Universal and customs release letters for licensees importing products. Review licensee press releases for accuracy. Respond to license requests.

- Noteworthy concluded promotional license agreements and licensees
 - ***Jurassic Park III*** - Burger King Corporation.
 - ***Dr. Seuss' How the Grinch Stole Christmas*** - The Coca-Cola Company, Hershey Foods Corporation, The Kellogg Company, Nabisco Biscuit Company, SC Johnson and Son, Inc., Visa U.S.A., Inc., Wendy's International, Inc., UL Canada, Inc. (Unilever-Lipton), and the United States Postal Service (the first movie-based promotional license agreement for USPS).
 - ***The Adventures of Rocky and Bullwinkle*** - Fleishman-Hillard, Inc. o/b/o Proctor & Gamble, M&M Mars, Travelodge Hotels, Inc., and Weaver Chicken, a division of Tyson Sales and Distribution, Inc.
 - ***The Flintstones in Viva Rock Vegas*** - Bayer Corporation, Burger King Corporation and Maxwell House & Post, a division of Kraft Foods, Inc.
 - ***Crash Bandicoot*** and ***Spyro The Dragon*** computer games – Taco Bell Corp., Carl Karcher Enterprises, Inc. Hardee's Food Systems, Inc. and Namkung Promotions Inc.
 - ***Curious George*** - General Mills, Inc., KMart Corporation, Lifetouch Portrait Studios, Inc., Sbarro, Inc. and Target Corporation.
- Noteworthy concluded merchandising/branded foods license agreements and licensees
 - ***The Land Before Time*** - Frans Healthy Helpings (frozen dinners) and Maxwell House & Post, a division of Kraft Foods, Inc. (Alphabits cereal).

- *Jurassic Park, The Lost World Jurassic Park, and Jurassic Park III* - Lego Corporation (construction toys) and Nabisco Biscuit Company (Cheese Nips).
- *Dr. Seuss' How the Grinch Stole Christmas* - Dean Foods Company (eggnog), Eastman Kodak Company (photo products), RadioShack Corporation (radio-controlled car and electronic sleigh game).

METRO-GOLDWYN-MAYER INC., Santa Monica, CA.

February 1998 – February 1999

March 1996 – July 1997

August 1995 – December 1995

Special Projects Attorney Legal Division

From February 1998 to February 1999, worked with a team of ten attorneys researching and drafting rights memoranda analyzing chain of title, distribution rights and potential Abend problems in connection with MGM's acquisition of the Orion Pictures Corporation motion picture and television series library. Frequently, the first attorney asked to review the legal files and advise upper management on time-sensitive matters.

From March 1996 to June 1997, worked on the Garrison class action lawsuit litigation team and the MGM Files Reorganization Project. As part of the Garrison litigation team, from March 1996 to June 1996, worked with a team of five attorneys, one paralegal and two administrative assistants reviewing talent employment agreements in connection with the pre-discovery phase of the Garrison class action lawsuit against the major studios. Responsible for identifying and redacting confidential and proprietary information outside the scope of the lawsuit. In June 1996, pursuant to the request of upper management, while awaiting class action certification, transitioned from the Garrison litigation team to the MGM Files Reorganization Project. As part of the MGM Files Reorganization Project, from June 1996 to June 1997, worked with a team of ten attorneys reviewing the legal files from the Cannon Pictures, Pathe Entertainment, MGM, and United Artists film libraries to support the reorganization and restructuring of the MGM legal files system. Supervised two administrative assistants within my own sub-team for speed and accuracy. In January 1997, received a bonus payment for exceeding performance goals set forth by upper management. On three occasions my sub-team received bonus rewards for stellar performance and productivity in competition against the other sub-teams. In addition to responsibilities on the Garrison class action lawsuit litigation team and the MGM Files Reorganization Project, assumed extra duties researching and drafting rights memoranda analyzing interactive media rights, remake and sequel rights and foreclosure rights for produced theatrical and television motion pictures; negotiating and drafting literary rights extension agreements; and reviewing participation accounting contract abstracts for accuracy. Rehired by MGM one week after sitting for the New York bar exam.

From August 1995 to December 1995, worked on a team of eight attorneys researching and drafting rights memoranda analyzing potential Abend problems in connection with the United Artists film library. Asked by MGM to work one week prior to sitting for the California bar exam.

Project Manager Legal Division

From March 1997 to June 1997, during the final phase of the MGM Files Reorganization Project, promoted to Project Manager. Supervised ten attorneys and thirty-one support personnel. Reviewed work of project attorneys for accuracy of analysis. Coordinated implementation of the new filing system throughout the company.

Extern Legal Division

Summer 1994

Received law school credit while researching and drafting memoranda detailing merchandising rights, profit participation rights, audit rights, interactive media rights and foreclosure rights for produced theatrical motion pictures.

Legal Assistant Business Affairs

February 1990 – July 1992

Assisted Vice President and Counsel Business Affairs in all phases of the drafting, revision, and execution of entertainment-related agreements and supervision of movies in production. Assisted in the supervision of the MGM law student internship

program. Assisted with the administration of MGM product placement program, including drafting, revising, mailing and obtaining the appropriate execution of product placement agreements in connection with all MGM theatrical motion pictures.

POLYGRAM TELEVISION, Beverly Hills, CA.

November 1997 – February 1998

Legal Consultant Legal Affairs

Researched and drafted distribution rights memoranda in connection with live action theatrical motion pictures and television series. Prepared data for input into a proprietary rights tracking system.

SABAN ENTERTAINMENT, INC., Los Angeles, CA.

July 1997 – November 1997

Production Counsel Business and Legal Affairs

Negotiated and drafted writer, director and actor employment agreements, production services, location, clip license, and casting services agreements in connection with live action theatrical and television motion pictures and television series. Obtained legal clearances for featured props and set dressing. Provided legal advice and counsel for the publicity and promotions department. Production Counsel for *Mighty Morphin Power Rangers*, *BeetleBorgs*, and *The Addams Family* television series; and *Rusty: A Dog's Tale* motion picture.

EDUCATION

WHITTIER LAW SCHOOL, Costa Mesa, CA.

Juris Doctor, 1995

- Asian Pacific Islander Law School Association President, 1994-95; Vice President, 1993-94
- National Asian Pacific American Law School Association, Annual Conference Planning Committee 1994-95

UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA.

Bachelor of Arts, 1989

- Penn Glee Club Vice President, 1988-89; Junior Representative, 1987-88; Secretary-Treasurer 1986-87
- Penn Pipers, acapella singing group, President 1988-89

PERSONAL

Volunteer Activities and Organizations

- Asian Pacific American Legal Center, 1994-95
- The International Licensing Industry Merchandisers' Association ("LIMA")
- Penn Glee Club Graduate Club
- Santa Monica Vikings Youth Football and Cheer: Assistant Coach Midgets 2012; Head Coach Peewees 2013; Co-Head Coach Junior Midgets 2014
- University of Pennsylvania Alumni Secondary School Committees Interviewer, 1998-Present
- University of Pennsylvania Alumni Association of Southern California

Bar Memberships and Exams

- Member of State Bar of California, Intellectual Property Law Section
- Member of Bar of United States District Court, Central District of California
- Member of Beverly Hills Bar Association, Entertainment and Intellectual Property and Internet Law Sections
- Member of Los Angeles County Bar Association, Intellectual Property & Entertainment Law Section
- Passed February 1996 New York bar exam with multi-state bar exam score high enough to qualify for reciprocal membership in District of Columbia, Colorado and Minnesota.

REFERENCES

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