

DANIELLE S. VAN LIER

GUILD ATTORNEY WITH INTELLECTUAL PROPERTY & CONTRACTS EXPERTISE

Subject Matter Expert on Right of Publicity

TRANSACTIONAL ATTORNEY with over 15 years of progressive experience at SAG-AFTRA (formerly Screen Actors Guild). Excellent client relations skills, including working with creative, corporate, IT, and cross-cultural populations. Leader and team-builder with strengths in policy/procedure development and oversight. Ability to recognize and understand diverse viewpoints and develop creative approaches to mediating and resolving problems. Frequent speaker on intellectual property issues. Adjunct professor. Graduate of Top-Tier law school; served on law review.

- **Strong legal research, analysis and writing skills— Drafted high profile amicus briefs.**
- **Proactive in staying abreast of emerging technologies and corresponding legal issues.**
- **Adjunct Professor of Entertainment Law (including Entertainment Guilds) and Sports Law.**

Areas of Expertise

Intellectual Property ~ Business Affairs ~ Transactional Law ~ Emerging/Digital Media ~ Negotiations ~ Social Media ~ Entertainment Guilds ~ Film & TV Licensing ~ Rights & Clearances ~ Privacy ~ Talent ~ Litigation ~ Communications

Bar Admissions: California, U.S. Supreme Court, Ninth Circuit, Central District of California

PROFESSIONAL EXPERIENCE

SAG-AFTRA (SCREEN ACTORS GUILD), Los Angeles, CA

2000 to Present

Senior Counsel, Intellectual Property and Contracts (2010-Present)

Intellectual Property and Contracts Counsel (2007-2010)

Provide business and legal expertise on a broad range of corporate, intellectual property, privacy, and appellate litigation matters. Review, negotiate, and draft contracts with vendors, contractors and other third parties. Educate and advise internal departments and external parties on SAG-AFTRA Agreements and policies. Monitor, maintain and enforce rights in intellectual property, including trademarks. Review websites, publications, and social media channels for legal and regulatory compliance, including intellectual property and privacy issues. Assist in development of policies and procedures to protect SAG-AFTRA members, including the privacy and confidentiality of member information.

- Key legal contact for intellectual property matters. Advise on and develop policies and forms regarding creation, use, and licensing of content, including in print and electronic publications, online, and in social media.
- Primary legal contact for Internet, data security and privacy issues. Develop policies and ensure compliance with applicable laws, regulations, and internal policies. Member of cross-departmental cybersecurity team.
- Legal advisor and liaison to Information Technology, New Media, Professional Representatives Departments and various cross-departmental workgroups.
- Member of legal team supporting Interactive Media Agreement negotiations and interactive video game strike.
- Provide advice to SAG Awards counsel and producers on issues relating to intellectual property and privacy.
- Helped develop motion picture foreclosure program; trained team members, developed forms and policies.
- Manage outside counsel relating to intellectual property, contract and Internet matters.

Representative Accomplishments / Litigation:

- Lead in-house attorney on cross-departmental team responsible for landmark technology and services deal to bring residuals direct deposit to SAG-AFTRA members.
- Redrafted website terms of use in “plain” language as part of comprehensive update of online policies.
- Collaborated on substantive revisions of New Media Agreement for dramatic productions and creation of New Media Agreement for non-dramatic productions.
- Conducted legal review of online Production Center and iActor casting sites providing online resources for producers. Conducted legal review of online and email-based paperless signatory processes.
- Researched and wrote amicus briefs filed on behalf of SAG-AFTRA and other entertainment industry parties on issues including copyright, right of publicity and the California Talent Agencies Act. Examples include:
 - American Broadcasting Companies, Inc., v. Aereo (U.S. Supreme Court)
 - Kirby v. Marvel Characters, Inc. (U.S. Supreme Court)
 - Garcia v. Google (Ninth Circuit)
 - Fox Television Stations, Inc. v. FilmOn X, LLC (Ninth Circuit)
 - Keller v. Electronic Arts, Davis v. Electronic Arts, O’Bannon v. NCAA (Ninth Circuit)

Screen Actors Guild, continued

Counsel II (2005–2007)

Associate Hollywood Resident Counsel / Counsel I (2001–2005)

Pursued arbitration remedies for large caseload of disputed claims from initial referral through enforcement of arbitration award. Interpreted and applied SAG Agreements. Educated and advised Guild departments, co-workers, producers, distributors, performers and attorneys on SAG Agreements/policies, distribution and licensing agreements, applicable law and legal standards, and other related issues.

Representative Accomplishments:

- Researched and developed materials related to privacy and fraud prevention
- Investigated and researched issues relating to possible security breach; collaborated on litigation strategy.

Residuals Claims Business Representative (2000–2001)

Attorney in Private Practice

1999 to 2000

Provided legal consultation on variety of business issues to individuals, companies and non-profits.

Representative Accomplishments

- Served as production counsel and associate producer for independent film.
- Advised start-up internet company on various legal issues.
- Provided counsel and expertise on new media, Internet, trademark infringement, and corporate issues.

Prior Experience

FEINBERG & WALLER, Encino, CA; **Litigation Associate** (1998–1999)

UNITED STATES HOUSE OF REPRESENTATIVES, Washington, D.C.; **Legislative Fellow, Representative Howard L. Berman, 26th Congressional District, California** (1997)

U.S. CONGRESS / KOREAN NATIONAL ASSEMBLY EXCHANGE; Seoul, South Korea; **U.S. Student Representative** (1997)
One of eight students in U.S. nominated by Members of U.S. Congress to participate in joint intern exchange program.

ACADEMIC EXPERIENCE

SOUTHWESTERN LAW SCHOOL, Los Angeles, CA | Present
Adjunct Professor—Entertainment Industry Guilds

WESTERN STATE UNIVERSITY COLLEGE OF LAW, Fullerton, CA | 2008 to 2012
Adjunct Professor—Entertainment Law and Sports Law

EDUCATION

Postgraduate Certificate in Law

UNIVERSITY OF EDINBURGH LAW SCHOOL, Edinburgh, Scotland; (In progress)
Online postgraduate legal program through globally-recognized top-tier university.
Emphasis on UK/EU intellectual property law.

Juris Doctor

WASHINGTON UNIVERSITY SCHOOL OF LAW, St. Louis, MO; (Dec) 1997

Honors and Activities

Washington University Journal of Urban and Contemporary Law, Associate Editor
Jessup International Moot Court / Negotiation Competition; Finalist
Phi Alpha Delta (Justice) / Student Bar Association (Social Committee Chairperson)
East Asian Law Society (Co-Founder/Vice President) / Sports and Entertainment Law Society (Vice President)

Publication: *Occasional Papers in East Asian Studies*, Spring 1998

Bachelor of Arts in Japanese

UNIVERSITY OF CALIFORNIA, Santa Barbara, CA; (Spring) 1994

Japan Studies Program—TOKYO INTERNATIONAL UNIVERSITY, Kawagoe, Japan; Fall 1993

Continuing Education / Professional Development

Extensive continuing education including intellectual property, entertainment and sports law, contract review and drafting, internet and emerging media, labor and employment.

Professional Affiliations / Speaking / Presentations

Board Member — Association of Corporate Counsel, Southern California Chapter (2011–Present); In-House Conference Committee Chair (2013–Present; Member, 2010–Present); Sports and Entertainment Conference Chair (2015–present); Gala Dinner Committee Member (2011, 2012); moderated intellectual property panels, social media panel; coordinated panel on working with the entertainment Guilds

Chair — Association of Corporate Counsel Sports and Entertainment Law Committee (previously, Vice-Chair); oversaw launch of quarterly committee newsletter; launched quarterly EMEA and APAC webinars

Member — American Bar Association, Section of Labor and Employment Law, Forum on the Entertainment & Sports Industries

Member — International Association of Privacy Professionals

Organizer — Association of Corporate Counsel, Annual Meeting
"IT: The Department You Need to Make Your Best Friend" (2016)

Panelist — The State Bar of California, Intellectual Property Law Section, Essential Copyright: It's What You Need to Know
"Fair Use: The Structure of an Amorphous Doctrine" (2016)

Panelist — ABA Section of Labor and Employment Law - Employment Rights & Responsibilities Subcommittee, Midwinter Meeting
"Big Data and Wearable Technology in the Workplace: If the Fit Bit Fits, Wear It" (2016)

Panelist — Copyright Society USA, Mid-Winter Meeting
"The Ownership of Copyrightable Contributions in the Wake of *Garcia v. Google* and *16 Casa Duse v. Merkin*" (2016)

Panelist — Association of Corporate Counsel, Annual Meeting
"User Generated Content: Friend or Foe" (2016)
"Music and Movie Licensing 201: Advanced Concepts and Practical Tips" (2014)
"Let's Go to the Videotape: What You Should Know about Licensing Music, Videos and Photos" (2012)

Panelist — Comic Book Law School / Michael Lovitz, San Diego Comic-Con
"Comic Book Law School 303: Super Lawyer Team-Up" (2013)

Panelist — Association of Corporate Counsel, Corporate Counsel University
"Protecting Your Client's Intellectual Property" (2012)

Panelist — Content Protection Summit by Variety and CDSA
"New Media, Old Laws: The Role of Copyright in a Digital World" (2012)

Panelist — UCLA Burkle Center for International Relations, The Generation & The Undergraduate International Relations Society; "International Online Piracy Panel" (2012)

Panelist — Los Angeles Asian Pacific Film Festival, C3 Conference
"Digital (mis)Appropriation: IP in New Media" (2011)

LACBA Entertainment Law and Intellectual Property Section SubSCREEN Planning Committee (2009–2011); coordinated panel on working with SAG New Media contracts

LACBA Entertainment Industry Labor & Employment Law Conference Planning Committee (2001, 2003, 2009); co-moderated panels on runaway production, the NHL collective bargaining agreement, and sports labor issues

ADDITIONAL INFORMATION

Foreign Languages — Japanese (conversational)

Community Involvement—Board Member, Saving Wildlife International (*nonprofit wildlife education organization*)