

# DANIELLE S. VAN LIER

dsvanlier@gmail.com

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## INTELLECTUAL PROPERTY & CONTRACTS ATTORNEY WITH GUILD EXPERIENCE

TRANSACTIONAL ATTORNEY with over 15 years of progressive experience possessing 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, especially rights of publicity. 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 Sports Law and Entertainment Law (including Entertainment Guilds).**

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### Areas of Expertise

Intellectual Property ~ Contracts ~ Emerging/Digital Media ~ Negotiations ~ Social Media ~ Data Security ~ Entertainment Guilds ~ Film & TV Licensing ~ Rights & Clearances ~ Privacy ~ Talent ~ Litigation ~ Communications

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

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## PROFESSIONAL EXPERIENCE

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

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### Assistant General Counsel, Intellectual Property and Contracts

2017 to Present

### Senior Counsel, Intellectual Property and Contracts

2010 to 2017

Provide business and legal expertise on a broad range of corporate, intellectual property, data security, and appellate litigation matters. 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, including relating to privacy and confidentiality.

- Sole corporate transactional attorney responsible for reviewing, negotiating, and drafting contracts with vendors, contractors and other third parties.
- 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.
- Primary legal contact for intellectual property matters. Advise on and develop policies and forms regarding creation, use, and licensing of content. Advise internal constituents, including government affairs and SAG Awards teams on copyright, trademark and other intellectual property and content protection issues.
- Legal advisor and liaison to Information Technology, New Media, & Professional Representatives Departments and various cross-departmental workgroups.
- Provide advice to SAG Awards counsel and producers on issues relating to intellectual property and privacy.
- Manage outside counsel relating to intellectual property, contract, privacy 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.
- 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.
- Collaborated on substantive revisions of New Media Agreements and creation of New Media Agreement for Non-Dramatic Productions and Short Project Agreement.
- Developed materials and procedures that have become an integral part of motion picture foreclosure program.
- Developed SAG-AFTRA’s internal continuing legal education program.
- Researched and wrote amicus briefs filed on behalf of various 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)
  - Fox Television Stations, Inc. v. FilmOn X, LLC (Ninth Circuit) (and related cases in Third and DC Circuits)
  - Realnetworks, Inc. v. DVD Copy Control Association (Ninth Circuit)
  - Garcia v. Google (Ninth Circuit)
  - Keller v. Electronic Arts, Davis v. Electronic Arts, O’Bannon v. NCAA (Ninth Circuit)

## **Prior Experience**

SCREEN ACTORS GUILD, Los Angeles, CA

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### **Intellectual Property and Contracts Counsel**

#### **Associate Hollywood Resident Counsel / Counsel I / Counsel II**

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**

#### **Attorney in Private Practice**

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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.

FEINBERG & WALLER, Encino, CA; **Litigation Associate**

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

U.S. CONGRESS / KOREAN NATIONAL ASSEMBLY EXCHANGE; Seoul, South Korea; **U.S. Student Representative**

*One of eight students in U.S. nominated by Members of U.S. Congress to participate in joint intern exchange program.*

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## **TEACHING EXPERIENCE**

SOUTHWESTERN LAW SCHOOL, Los Angeles, CA | 2015 to Present  
**Adjunct Professor—Entertainment Industry Guilds, Trademarks**

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

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## **EDUCATION**

### **LLM in Innovation, Technology and the Law ()**

UNIVERSITY OF EDINBURGH LAW SCHOOL, Edinburgh, Scotland  
Online LLM program through globally-recognized top-tier university. (GPA: 69 / equivalent to B+/A-)  
Emphasis on UK/EU intellectual property and information technology law.  
in progress

### **Juris Doctor**

WASHINGTON UNIVERSITY SCHOOL OF LAW, St. Louis, MO

### **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*

### **Bachelor of Arts in Japanese**

UNIVERSITY OF CALIFORNIA, Santa Barbara, CA

**Japan Studies Program—**TOKYO INTERNATIONAL UNIVERSITY, Kawagoe, Japan

***Continuing Education / Professional Development***

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

***Professional Affiliations / Speaking / Presentations (partial list)***

**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** — International Association of Privacy Professionals

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

**Organizer** — Association of Corporate Counsel, Annual Meeting (2018)  
“Through the Black Mirror to Westworld: Tracking, Profiling, and the Rise of the Machines”

**Organizer & Panelist** — Association of Corporate Counsel, Annual Meeting (2017)  
“All the World’s a Stage: Creating and Protecting Sports and Entertainment Content around the World”

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

**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” (2015)  
“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 Burke 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)

LACBA Entertainment Industry Labor & Employment Law Conference Planning Committee (2001, 2003, 2009)

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**ADDITIONAL INFORMATION**

***Foreign Languages*** — Japanese (conversational)

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