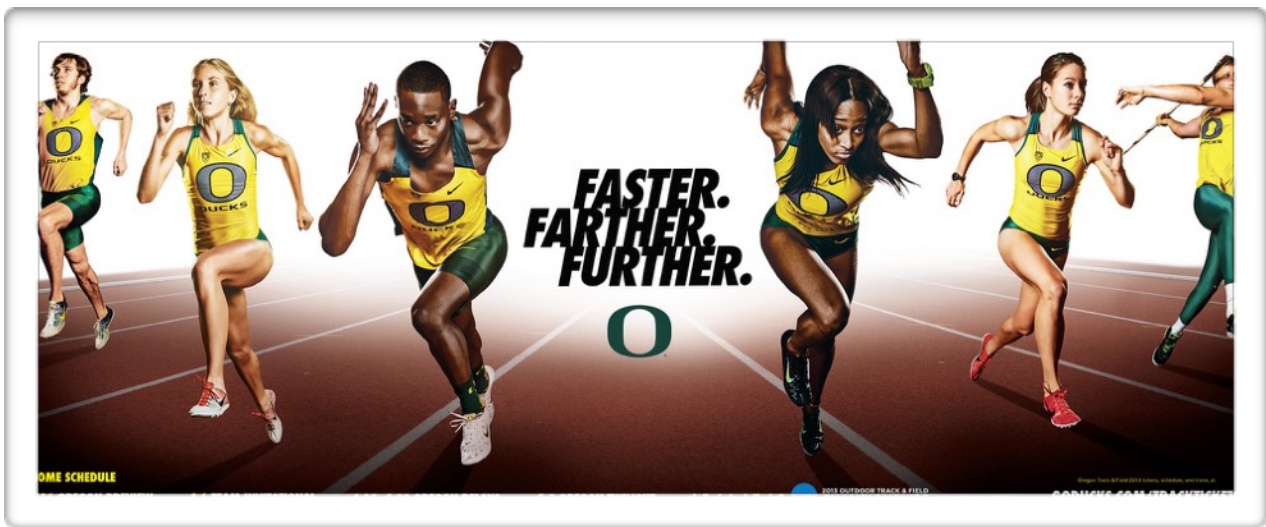


**UNIVERSITY OF OREGON SCHOOL OF LAW**  
**Summer Program in Entertainment and Sports Law**

July 15–23, 2017  
Eugene, Oregon, USA



**“Learn Media and Sports Law from globally recognized experts at one of the top sports universities in the world.”**

Study media and sports law for ten days at the University of Oregon in Eugene, Oregon—home of the world-famous Oregon Ducks athletic teams.

The Oregon Summer Program in Media and Sports Law’s curriculum introduces aspiring media and sports lawyers to a broad range of legal topics relevant to the practice of media and sports law. The Program features a mix of classes, lectures, panels, activities, and field trips designed to help students understand the basics of American media and sports law, and to build their network with media and sports practitioners. During the two-week program, students immerse themselves in the world of media and sports law.



Law students visit NIKE world headquarters in Oregon with the Oregon Law Summer Sports Institute.



Class of 2015 at the Nike World Headquarters in Beaverton, Oregon



The Class of 2015 at the adidas headquarters in Portland, Oregon

Law students visit the Adidas headquarters in Portland, Oregon.

Guy Blake, famous Los Angeles music lawyer and University of Oregon graduate, speaks to Oregon law students.



Autzen Stadium – home of the world famous University of Oregon American Football team

# University of Oregon School of Law Summer Program in Media & Sports Law

## Tentative Itinerary and Curriculum

(This itinerary is not finalized and is subject to change)

July 15-23, 2017

### **Saturday-Sunday, July 15-16**

#### ARRIVAL

- Faculty and students arrive at Eugene Airport and are met by University of Oregon School of Law staff.
- A welcome dinner is hosted at the University of Oregon's Autzen Stadium, home of the "Oregon Ducks" world-famous American football team.
- Tour of University of Oregon campus and sports facilities.
- Faculty and students are provided with University of Oregon housing for the duration of the course.

### **Monday, July 17**

**Morning class:** MEDIA LAW 1: ENTERTAINMENT LAW – taught by Professor Eric Priest

OPTIONAL AFTERNOON LECTURE: GUEST SPEAKER ON ENTERTAINMENT LAW

OPTIONAL EVENING MOVIE: "PREFONTAINE" (describes a key figure in Oregon and Olympic sports history)

### **Tuesday, July 18**

**Morning class:** MEDIA LAW 2: Copyright and the Digital Entertainment Marketplace" – taught by Professor Eric Priest

AFTERNOON LECTURE: Current topics in U.S. Sports Law, by Michael McCann, Professor of Law and Director, Sports and Entertainment Law Institute at University of New Hampshire School of Law.

## **Wednesday, July 19**

**Morning class:** SPORTS LAW 1: INTRODUCTION TO SPORTS LAW – taught by Professor Rob Illig

OPTIONAL AFTERNOON PANEL: PROFESSIONAL SPORTS AND MEDIA AGENTS

- o Faculty and students meet and listen to a group agents and lawyers who represent professional athletes and music-industry stars.

## **Thursday, July 20**

**Morning class:** SPORTS LAW 2: UNFAIR COMPETITION & SPORTS – taught by Professor Rob Illig

OPTIONAL AFTERNOON LECTURE: MEDIATION, ARBITRATION, AND SPORTS LAW

EVENING GRADUATION PICNIC

- o Awarding of Certificates

## **Friday, July 21**

TRIP TO PORTLAND TO VISIT THE WORLD HEADQUARTERS OF NIKE AND ADIDAS AND VISIT THE HOME OF THE NBA PORTLAND TRAILBLAZERS

- o Meet with the legal departments of the two largest sportswear companies in the world.
- o Networking opportunities other sports and entertainment law practitioners.
- o A chartered bus drives the group to and from Portland.
- o Includes one night hotel stay.

## **Saturday July 22**

Free day for shopping, dining, and exploring beautiful Eugene, Portland, and surrounding areas.

## **Sunday, July 23**

DEPART EUGENE

NOTE: Housing is provided in University of Oregon dormitories for all faculty and students. Meals are not provided. However, Faculty and Students will have access to University of Oregon dining facilities.



## Affiliated Faculty



### **Robert C. Illig**

Associate Professor of Law

Professor Illig practiced mergers and acquisitions in New York and London. He teaches sports law and is the Director of the University of Oregon Summer Sports Institute.



### **Eric Priest**

Associate Professor of Law

Professor Priest was the co-founder and president of a successful US music production company and is an expert on copyright, trademark, and entertainment law. He has also worked in the Chinese music industry as a songwriter and producer. Most recently, he wrote and produced the theme song for the Chinese television drama "Emotional Barcelona" (情陷巴塞罗那).



### **Kristie Gibson**

Administrative Director, LL.M. Program at the University of Oregon School of Law

Professor Gibson is an experienced practitioner of US and international IP and business law.



### **Michael Moffitt**

Dean, University of Oregon School of Law

Dean Moffitt is a world-renowned expert on negotiation and meditation.

