

### The Forecast is Cloudy

#### How the Cloud is Changing the Business and Legal Aspects of the Entertainment Industry

Sheppard Mullin, Century City

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With a wave of new cloud computing services being introduced, the 'Personal Cloud' by some estimates will become a \$12 billion market by 2016. Join us for an executive-level, one-hour lunchtime MCLE presentation as we explore the latest developments in cloud technology and how they will impact the home entertainment and music industries.

#### Presenter:

Brian J. Pass

Brian Pass is a partner in Sheppard Mullin's Entertainment, Media and Technology and Intellectual Property Practice Groups. He advises clients in all aspects of technology and media transactions, as well as internet privacy and other regulatory issues affecting the Internet and e-commerce. Mr. Pass has closed over \$39 billion in technology transactions, including serving as lead outside counsel to Yahoo! in its agreements with Microsoft, Google and numerous other strategic affiliation agreements. He has been named "One of the Top 100 Lawyers in California" by the *Daily Journal* as well as "Dealmaker of the Week" by *American Lawyer Magazine*, and has been ranked as a "Leading Lawyer" in the IT and IT Outsourcing field by *Chambers USA*. He is also listed in *Best Lawyers in America*, *Legal 500*, *Super Lawyers*, and *PLC's Which Lawyer?*

**What:** Special one-hour MCLE senior executive-level lunch

**When:** Wednesday, July 13, 2011 at 12:30 p.m.

**Where:** Sheppard Mullin, 1901 Avenue of the Stars, 16th Floor, Los Angeles, CA 90067

**Questions:** Contact Robyn Geffre at [rgeffre@sheppardmullin.com](mailto:rgeffre@sheppardmullin.com) or 213-617-5432

**MCLE:** This program complies with standards for Minimum Continuing Legal Education prescribed by the California State Bar and is approved for 1 hour of MCLE credit. Sheppard, Mullin, Richter & Hampton LLP is a State Bar of California approved MCLE provider.

### Practice Areas

Entertainment, Technology and Advertising

## Industries

Entertainment, Technology and Advertising