

# LAWS70273 Entertainment Law

<b>Credit Points:</b>	12.50
<b>Level:</b>	7 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2011, Parkville This subject commences in the following study period/s: July, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: The total class time is between 24 and 26 hours. Total Time Commitment: Not available
<b>Prerequisites:</b>	Visit the Melbourne Law Masters website for more information about this subject.
<b>Corequisites:</b>	Visit the Melbourne Law Masters website for more information about this subject.
<b>Recommended Background Knowledge:</b>	Visit the Melbourne Law Masters website for more information about this subject.
<b>Non Allowed Subjects:</b>	Visit the Melbourne Law Masters website for more information about this subject.
<b>Core Participation Requirements:</b>	Visit the Melbourne Law Masters website for more information about this subject.
<b>Coordinator:</b>	Prof Megan Richardson
<b>Contact:</b>	For more information, contact the Melbourne Law Masters office. Email <a href="mailto:law-masters@unimelb.edu.au">law-masters@unimelb.edu.au</a> ( <a href="mailto:law-masters@unimelb.edu.au">mailto:law-masters@unimelb.edu.au</a> ) or phone +61 3 8344 6190. Alternatively, visit our website: <a href="http://www.masters.law.unimelb.edu.au">www.masters.law.unimelb.edu.au</a> ( <a href="http://www.masters.law.unimelb.edu.au/">http://www.masters.law.unimelb.edu.au/</a> )
<b>Subject Overview:</b>	Principal topics will include: <ul style="list-style-type: none"> <li># The entertainment industry and measures of social value; Stakeholders within and outside the industry; need for law; range of relevant laws</li> <li># Intellectual property and misappropriation: Copyright and neighbouring rights, moral rights, trade mark rights, publicity rights, passing off, trade secret protection and unfair competition</li> <li># Contracting in the entertainment industry: Licensing, joint ventures, examples of contracts in use (such as book publishing, music touring, character merchandising), and processes and strategies adopted in negotiation</li> <li># Expansion of rights: Technological developments, sui generis or incremental responses, US and Anglo-Australian approaches</li> <li># Privacy and related issues: Implications for industry practice and entertainers</li> <li># Practical exercises on negotiation and drafting book and merchandising contracts (explored in a workshop environment).</li> </ul>
<b>Objectives:</b>	A student who has successfully completed this subject should: <ul style="list-style-type: none"> <li># Have a sound general knowledge of laws relevant to the entertainment industry – especially in the fields of music, book publishing and live theatre – in Australia, the United States and comparable jurisdictions</li> <li># Be familiar with the range of intellectual property rights, both statutory and non-statutory, that are relevant to the entertainment industry, especially in the above fields</li> <li># Have a practical, as well as legal, understanding of contractual arrangements employed in the entertainment industry, especially in the above fields</li> <li># Be aware of the laws available to protect the privacy and reputation of those engaged in the entertainment industry</li> <li># Appreciate the need for laws to constantly develop to take account of new practices and technologies.</li> </ul>
<b>Assessment:</b>	Visit the Melbourne Law Masters website for more information about this subject.

<b>Prescribed Texts:</b>	Core subject materials will be provided free of charge to all students. Some subjects require further texts to be purchased. Please visit the subject homepage on the Melbourne Law Masters website by following the link at the bottom of this subject entry.
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>