

TOP 50 UNDER 45

From appellate guru to anti-counterfeiting strategist—all through the varied spectrum of IP—these winners are distinguished by their sheer brainpower, legal smarts, creativity and hard work.

—Pamela Sherrid, Editor, *IP Law & Business*



DANIEL SCHNAPP, 39

Partner and head of new media, entertainment and technology group
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Viacom Inc. recently forged a sweeping, five-year alliance with Microsoft Corp. that was called “a sign of things to come” by *Investor’s Business Daily*. The deal calls for distribution of Viacom content on Microsoft Web sites, and using Microsoft technology to serve ads on Viacom sites. Schnapp hammered out the complex deal for Viacom, devising a mixture of guarantees, licensing fees and revenue sharing. Schnapp provides strategic counsel and transaction support for many media companies finding their way in the digital world, and for start-up companies such as SpiralFrog, Inc., an advertising-supported music site. He graduated from the University of Vermont and from Syracuse University School of Law, and learned the digital ropes as a liaison between the legal department of Merrill Lynch and its IT operations.

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On the Cutting Edge of Convergence

New Media, Entertainment & Technology

Digital Media and Internet

- Digital audio-visual content licensing, distribution and syndication initiatives on all new media platforms including wireless, broadband, satellite radio and IPTV
- Online social networking services, virtual reality communities, blogging, massively multiplayer online games (MMOGs)
- Mergers & acquisitions, strategic alliances, online sponsorships/promotional collaborations and joint ventures
- Embeddable media player development, deployment and syndication
- Electronic publishing and distribution
- Integrated marketing, contextual advertising and brand management
- Viral marketing and Internet-based “word of mouth” campaigns
- Ad serving, syndication, publication, targeting and tracking
- User-generated content ingestion, distribution, syndication and liability-related issues
- Digital content screening, moderation and filtering
- Interactive gaming, sweepstakes, contests and promotion compliance
- Digital Millennium Copyright Act – safe harbors and anti-circumvention issues
- Adoption and content of website Terms of Use agreements

Entertainment

- Major record label sound recording, publishing and associated rights clearances
- Cable and television broadcast syndication and content distribution
- Independent music recording, publishing and licensing
- Professional sports league television licensing and retransmission
- Television writer, producer and director arrangements
- Professional athlete employment contracts and talent agreements
- Television movie, series and pilot production
- Literary rights acquisition and licensing
- Product, character and technology merchandising and licensing
- Registration and licensing of patents, trademarks and copyrights
- Litigation concerning the interpretation of recording, film and distribution contracts
- Theme park, gaming and hotel operation

Technology and Information Security

- Privacy, data and information security compliance
- Information technology, business process, call center and manufacturing outsourcing transactions
- Website development, hosting and colocation arrangements
- Electronic commerce, publishing and distribution
- Technology and data export compliance
- Record retention and disaster recovery/contingency planning compliance
- Wireless device and network applications
- Software/hardware procurement, development, licensing and distribution
- Micropayment, contactless payment, smart cards and other alternative electronic payment technology implementations
- Domain name disputes
- Internet banking
- Gift cards and rewards program initiatives

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