

## Entertainment Law

### CALIFORNIA'S TOP ENTERTAINMENT LAWYERS OF 2015

#### JULIE A. SHEPARD

**P**reparing for an early 2016 trial with multiple millions at stake in which client FX Networks LLC will take on Dish Network LLC, Shepard carefully combs depositions for ammunition that will be useful in the courtroom.

The dispute is over claims that Dish stepped on her client's exclusive right to premiere on TV popular movies like "The Social Network," "The Taking of Pelham 123" and "Salt."

"I prep by viewing virtually every depo I take not just for discovery but for use in cross-examination and other forms of presentation to the jury," she said. "I always think about telling the client's story. That's what drives the strategy from the beginning of the case."

She's well aware that jurors know nothing of motion picture licensors' windowing system that grants rights to show films on TV during the lucrative first "window" of opportunity.

"But jurors do latch on and assess witness credibility quickly and accurately," Shepard said. "You know what a witness said in a document or at a videotaped depo. If the witness

denies it or claims not to remember, you can show key snippets of previous testimony, undercutting credibility. Often if a witness is evasive in one area but testifies forcefully to something else, the jury will get it."

Shepard said she likes trials. "We don't litigate lightly, but when rights are being infringed they need to be defended. Trials are exciting and a lot of work, but I'm honored to be the face of the client to the jury."

#### Jenner & Block LLP Los Angeles

Intellectual property litigation

She said that entertainment law is full of good stories. One involved her representation of Sony Pictures Entertainment over rights to the James Bond books.

"I had to read a lot of James Bond novels, looking at substantial similarity issues" involved in copyright, she said. "And I had to look at the videos."

At stake were parts of an extremely lucra-



tive franchise. "It was intellectually interesting, and I was getting paid to read James Bond. Those were unusual billable hours."

— John Roemer