



Humboldt Universität zu Berlin
in cooperation with ALAI Deutschland e.V. and The Copyright Society
present:

What Every Practitioner Needs to Know About the Differences in Collective and Individual Licensing between the EU and in North America

The conference and side program will be held in English

Location: [Veterinary Anatomy Theater, Campus Nord, Philippstraße 13/Haus 3, 10115 Berlin, Germany](#)

Sunday October 15th & Monday October 16th

SATURDAY, OCTOBER 14TH

6:00 PM – 8 PM GMT+2

Welcome Reception

Join US and German practitioners and academics for a welcome reception at Bertelsmann Berlin Representation Office. **Location:** [Bertelsmann SE & Co. KGaA, Unter den Linden 1, 10117 Berlin](#)

SUNDAY, OCTOBER 15TH - DAY 1 – PRINCIPAL TOPIC: MUSIC

9:00 AM – 9:30 AM GMT+2

Registration and Check-In

9:30 AM – 9:45 AM GMT+2

Welcome

Welcome address by Dean of Law Faculty Humboldt University, Prof. Dr. Axel Metzger; President of The Copyright Society, Casey Chisick; and President of ALAI Germany, Prof. Dr. Silke von Lewinski

9:45 AM – 10:00 AM GMT+2

Opening Remarks

Keynote speech by Shira Perlmutter, Register of Copyrights, US Copyright Office

10:15 AM – 11:30 AM GMT+2



Session 1: Managing Authors' (Composers'/Songwriters'/Publishers') Rights

Speakers: Dr. Tobias Holzmüller, CEO, GEMA (Germany); Alexander Wolf, President, SESAC (Europe); Indi Chawla, Head of International Relations, MLC (US); Götz von Einem, Managing Director Peermusic/President, German Music Publishers' Association DMV, (Germany); Dr. Claudia Rossbach, attorney-at-law (Germany); and moderator Dr. Martin Schaefer.

- “GEMA on ICE”– The role of CMOs in International Licensing
Dr. Tobias Holzmüller, CEO, GEMA (Germany)
- How does SESAC work, compared to a traditional CMO?
Alexander Wolf, President international of the SESAC music group (Germany)
- The US experience of blanket music licensing by MLC
Indi Chawla, Head of International Relations, MLC (US)
- Position of an independent music publisher
Götz von Einem, Managing Director Peermusic/President of German Music Publishers' Association DMV (Germany)
- Advising authors of music and lyrics on how to have their rights administered
Dr. Claudia Rossbach, attorney-at-law (Germany)

11:30 AM – 11:45 AM GMT+2

Break

11:45 AM – 1:00 PM GMT+2

Session 2: Managing Record Label & Performers Rights

Speakers: Dr. Tilo Gerlach/Guido Evers, CEOs of GVL; Ryan Lehning, Assistant General Counsel, International, SoundExchange (US); Richard Pfohl, CONNECT Music Licensing (Canada); Ama Walton, SoundCloud; and moderator Casey Chisick, Partner, Cassels Brock & Blackwell LLP and President, The Copyright Society.

- “GVL and the EU-Model”
Dr. Tilo Gerlach/Guido Evers, CEOs of GVL (Germany)
- “How SoundExchange Powers the Future of Music”
Ryan Lehning, Assistant General Counsel, International, SoundExchange (US)
- Richard Pfohl, CONNECT Music Licensing (Canada)



- “Acquiring Licenses for Streaming Platforms” - The Licensee’s Perspective
Ama Walton, SoundCloud

1:00 PM – 2:30 PM GMT+2

Brown Bag Lunch

Afternoon: Free for tours or visits (on participants’ initiative; recommendation for tours:
<https://www.contexttravel.com/cities/berlin>)

6:00 PM – 8:00 PM GMT+2

Reception at Academy of Arts, Paris Square

Location: [Akademie der Künste, Pariser Platz 4, 10117 Berlin-Mitte](#)

MONDAY, OCTOBER 16TH – DAY 2 – PRINCIPAL TOPICS: TEXT & IMAGES

9:00 AM – 9:30 AM GMT+2

Registration and Check-In

9:30 AM – 9:45 AM GMT+2

Welcome

Short summary of previous day’s discussion

9:45 AM – 10:00 AM GMT+2

Keynote Address

Keynote by Dr. Christian Wichard, Deputy Director General, Commercial and Economic Law, Federal Ministry of Justice

10:00 AM – 11:15 AM GMT+2

Session 3: Managing Rights in Written Works

Speakers: Catherine Zaller Rowland, General Counsel, CCC; Dr. Robert Staats, CEO VG Wort; Dr. Rudolf Leska, Partner, ŠTAIDL LEŠKA ADVOKÁTI; and moderator Joshua Graubart.

- “How CCC works”
Catherine Zaller Rowland, General Counsel, CCC (US)
- “VG Wort - where CMOs act in Europe and How to Bridge the Gap”
Dr. Robert Staats, CEO VG Wort (Germany)



- “Challenges for international Collective and Individual Licensing in the advent of AI”
Dr. Rudolf Leska, attorney-at-law (Czech Republic)

11:15 AM – 11:45 AM GMT+2

Break

11:45 AM – 1:00 PM GMT+2

Session 4: Managing Rights in Visual Works

Speakers: Dr. Anke Schierholz, General Counsel, VG BildKunst (Germany); Janet Hicks, Vice President, Director of Licensing Artists Rights Society (US), and moderator Eric Schwartz, Partner, Mitchell Silberberg & Knupp.

- “VG Bild-Kunst and how it benefits creators in visual arts”
Dr. Anke Schierholz, General Counsel, VG BildKunst (Germany)
- “Management of Artists’ Rights between agency work and collective management”
Janet Hicks, Vice President, Director of Licensing Artists Rights Society (US)

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