

Mr. Lorin Brennan

Special Counsel
Independent Film and Television Alliance
Gray Matter, LLC
Los Angeles
United States of America

Lorin Brennan is a licensed California attorney specializing in international intellectual property law. He is a principle in Gray Matter LLC, a firm that publishes software for international intellectual property rights licensing, which he co-founded in 1999. Mr. Brennan also maintains a separate law practice for selected clients.

Industry Experience: Mr. Brennan received his B.A. in Mathematics from U.C. Santa Cruz in 1974. In 1977, he graduated from U.C. Hastings College of the Law, where he was the Editor-in-Chief of *Comm/Ent: A Journal of Communications and Entertainment Law*. He was admitted to the California Bar that same year.

In 1983, Mr. Brennan joined Lorimar Productions as Director of Distribution Legal and Business Affairs. In 1988, he became Vice-President, Business Affairs for Carolco Pictures where he continued until 1995. During this time, Mr. Brennan worked on production, distribution and financing for such hits as *Dallas*, *Falcon Crest*, *Terminator II*, *Cliffhanger*, *Red Heat* and *A River Runs Through It*, among many others.

In 1985, Mr. Brennan was elected Vice-Chair, Secretary, of the American Film Marketing Association, now renamed the Independent Film and Television Alliance. He was elected for 5 consecutive terms, serving until 1996. From 1995 through 1999, Mr. Brennan was President of the Independent Producers Association, a trade association affiliated with IFTA, which represented independent movie producers in labor relations matters.

Policy Experience: Mr. Brennan has worked extensively with national and international organizations on behalf of intellectual property interests.

In 1989, Mr. Brennan was an industry member of the U.S. Delegation to the WIPO Diplomatic Conference on the Treaty for the International Registration of Audiovisual Works. In 1992, he was a guest lecturer for WIPO in China. He attended the Expert Committee meetings and Diplomatic Conference for the WIPO Internet Treaties. He worked actively on the Digital Millennium Copyright Act implementing the WIPO treaties in the United States.

From 1996 through 2000, Mr. Brennan was a regular participant at the drafting committee meetings in the United States working on the Uniform Computer Information Transactions Act.

In 2007, Mr. Brennan became a member of an Expert Committee on international intellectual property secured financing advising the Secretariat at the U.N. Commission on International Trade Law (UNCITRAL). He has been a regular participant at UNCITRAL meetings discussing an Intellectual Property Annex to the UNCITRAL Legislative Guide on secured financing.

Mr. Brennan has met often with officials in the United States Government, the European Commission, WIPO and other governmental organizations regarding intellectual property licensing and financing matters. He has spoken at numerous seminars and conferences on the intellectual property issues.

Publications: Mr. Brennan is a co-author of the treatise *COMMERCIAL INTELLECTUAL PROPERTY LAW: THE COMPLETE UCITA* (2005). His published articles include: *Modernizing Secured Financing Law for International Information Financing*, 6 *Houston Bus. & Tax J.* 1 (2005) (with Prof. Ray Nimmer); *Financing Intellectual Property Under Federal Law: A National Imperative*, 23 *Hastings Comm/Ent* 195 (2001); *Financing Intellectual Property Under Revised Article 9: National and International Conflicts*, 23 *Hastings Comm/Ent* 309 (2001); *Embedded Software - Fact of Felony?* 43 *UCC Bulletin*, Rel. 4 (May -June 2001); *Why Article 2 Cannot Apply to Software Transactions*, 38 *Duquesne L.R.* 459 (Winter, 2000); *Financing Copyrights Under Federal Law*, 41 *UCC Bulletin*, Rel. 3 & 4 (Aug. – Sept. 2000); *The Public Policy of Information Licensing*, 36 *Houston L.R.* 61 (1999); *Through The Telescope: Article 2B and the Future of E-Commerce* 37 *UCC Bulletin*, Rel. 3 (Apr.-May 1999); *Through The Telescope II: The Meaning of UCITA* 39 *UCC Bulletin*, Rel.43 (Jan.-Feb. 2000); and *The WIPO Treaties and the New Information Economy* 2 *PLI's Fourth Annual Institute for Intellectual Property Law* 623 (1998).