



SXSW CLE 2014

Susan H. Abramovitch, Partner
Gowling Lafleur Henderson LLP
Phone: (416) 814-5673
susan.abramovitch@gowlings.com

gowlings
Lawyers • Patent and Trade-mark Agents

III 360 DEALS



Presented by: Susan Abramovitch

gowlings

III A THE 6 W'S OF 360 DEALS

A. The 6 W's

1. Who?
2. What?
3. Where?
4. When?
5. Why?
6. How?

1. Who?

- Artists
- Majors
- Indies
- Promoters
- Managers
- Producers

2. What?

Granting of exclusive rights versus income participation

- Records
- Publishing
- Live
- Merchandise
- Management

3. Where?

EVERYWHERE!

4. When?

- Remnant of “bad old days”
- Resurgence of acceptability in last 5-6 years

5. Why?

“Money grab”

**Versus consolidation of rights in
one place**

6. How?

- Granting of exclusive rights versus income participation
- Avoid double dipping
- Can be partial 360°



Thank You

Susan H. Abramovitch, Partner
Gowling Lafleur Henderson LLP
Phone: (416) 814-5673
susan.abramovitch@gowlings.com

gowlings

Lawyers • Patent and Trade-mark Agents