



**Rita M. Haeusler**

Partner

Los Angeles

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**Areas of Concentration**

- Intellectual Property, Technology, Entertainment, Litigation and Transactions
- Co-Chair, Entertainment and Media Law Practice Group
- Member, Technology Standing Committee
- Labor & Employment Law
- Privacy
- Class Action Litigation

**Court Admissions**

- U.S. District Court for the Central District of California
- U.S. District Court for the Northern District of California
- U.S. District Court for the Southern District of California
- U.S. District Court for the Eastern District of California
- U.S. District Court of Nevada
- U.S. District Court of Arizona
- U.S. District Court of New Jersey
- Ninth Circuit Court of Appeals

**Professional Activities**

- Member, Advisory Board, USC Gould School of Law, Institute for Corporate Counsel (2009-2011)
- Member, American Bar Association Federal Trademark Committee, 2001

**Practice Groups and Other Information**

Appellate  
Arbitration & Alternative Dispute Resolution  
Consumer Finance  
Banking & Financial Services  
Intellectual Property  
International  
Labor & Employment Law  
Litigation  
New Media, Entertainment & Technology  
Antitrust

**Education Information**

University of California at Los Angeles, B.A., 1980, *cum laude* (with Departmental Honors)  
University of California at Los Angeles School of Law, J.D., 1983  
Universidad de Salamanca

**Bar Admissions**

California, 1983

- Member, International Chamber of Commerce Working Party on Intellectual Property and Electronic Commerce
- Member, Union Internationale des Avocats
- Member, Board of Directors Ninth Judicial Circuit Historical Society

### Highlighted Matters

- Represented Life.com and Voxster.com in connection with trademark issues, website privacy policies, terms of use, service agreements.
- Represented StarMedia in connection with content agreements, trademark issues, website privacy program and policies, disclaimers, terms of use, service agreements, co-branding and licensing agreements.
- Represented The Netshow Company LLC in connection with proprietary rights issues involved in creation of an internet site to commercially exploit the Don Johnson television series "Nash Bridges."
- Represented iUnifi.com in connection with co-branding, and affiliate, and licensing agreements; privacy policies and programs, terms of use.
- Represented book publisher in cartoon character licensing arrangements with major studios.
- Represented various producers and distributors of motion pictures in disputes relating to profit participations and motion picture accounting practices.
- Represented WindDancer Production Group in first media merger "vertical integration" case against major media company, The Walt Disney Company and its subsidiary, Disney Pictures and Television.  
Represented Broadcast Music, Inc. in copyright and antitrust challenges to its blanket licensing of musical works.
- Represented Viacom International, Inc. in connection with distribution rights to various motion pictures in the DeLaurentis Entertainment Group film library.
- Represented Aaron Spelling Productions, Inc. in dispute involving profit participations in and rights to the "Dynasty" and "Colbys" television series.
- Represented Polygram Records in foreclosure on over 100 copyrighted musical compositions.
- Represented band member in dispute involving the rock band "Crumb."

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- Represented Push Records and the band “The Kidney Thieves” in trademark dispute.
- Represented Tri-M Holdings, Inc. in defense of architect’s copyright and related claims concerning New York, New York Hotel in Las Vegas.