



Rita M. Haeusler

Partner

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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 Areas

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 DeLaurentiis 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."
- Represented Push Records and the band "The Kidney Thieves" in trademark dispute.

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- Represented Tri-M Holdings, Inc. in defense of architect's copyright and related claims concerning New York, New York Hotel in Las Vegas.