



How will the advent of AI impact the creative process and the content business as we know it? What is the future of IP ownership?

Moderator:

- **Eric Savitz**, Associate Editor, Barron's

Speakers:

- **Duncan Crabtree-Ireland**, National Executive Director and Chief Negotiator, SAG-AFTRA
- **Lisa Oratz**, Senior Counsel, Perkins Coie LLP
- **Michelle Vincent**, CEO, Mofilm

Speakers



[Lisa T. Oratz](#)

Senior Counsel

LOratz@perkinscoie.com [425.635.1456](tel:425.635.1456)

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