

ARBITRATOR PROFILE

Name	Tony Morris
Firm	Swan Turton LLP
Specialisms	<ul style="list-style-type: none">• Media and Entertainment Film, television, music, publishing (books and periodicals), computer games, theatre, libel, software, photography, art and advertising.• Intellectual Property Copyright, trade marks, passing off, moral rights, design rights, confidential information.• General Commercial and Contract law Business advice; commercial contracts; commercial and contractual disputes
Date of Birth	21 July 1952
Member of Chartered Institute of Arbitrators	2002
Accredited Mediator	2005 (ADR Group)
Publications	The Filmmakers' Legal Guide now used at a number of UK Film and Media Schools; compulsory text at the National Film and Television School
Career History	Michael Sears & Co 1975 – 1977 (Articles) Charles Boundy & Co 1977 – 1982 (Partner 1978 onwards) Anthony Morris & Co 1982 – 1984 (Sole Principal) Brafman Morris 1984 – 1989 (Partner) CMS (was Cameron Markby Hewitt) 1989 – 1995 (Partner, Head of Media and Entertainment) Marriott Harrison LLP 1995 – 2017 (Partner; Head of Media since 1999) Swan Turton 2017 - (of Counsel)
Overview of Experience	Advising on all aspects of film, television and other audio-visual productions from creation of underlying rights and talent agreements to financing and exploitation. All aspects of recording, music publishing and artists' management agreements. Computer games and IT development and publishing. Book publishing and rights disputes. Libel reading and advice. Numerous copyright, trade mark, passing off and design right disputes. Extensive experience of reviewing and advising on the status, acquisition and disposal of catalogues of original copyright works (films, television programmes, computer games, books, magazines, titles, sound recordings and music publishing). General commercial contracts

for manufacturing, warehousing, sponsorship, merchandising, franchising, brand exploitation and licensing of a wide variety of goods, services and brands. General commercial advisor. Handles a mixed non contentious and contentious workload.

Frequently works with lawyers and clients overseas on both contentious and non-contentious matters, including USA, Canada, Brazil, Japan, Australia, France, Germany, Holland, Italy, Spain, Ireland, Denmark, Sweden, Russia, Poland, Rumania, Israel and Kuwait.

Work has included:-

- Acquisition, finance, rights, production, co-production and distribution agreements for a range of theatrical motion pictures, especially British and European co-productions. Advising US clients on issues arising in the UK/EU.
 - Advising on acquisition of rights and rescue of theatrical film projects where insufficient budget to complete shooting and post.
 - Acting on the acquisition/disposal of numerous catalogues of content including movies, television programming, sound recording copyrights, music publishing copyrights, portfolios of computer games rights.
 - Working on the media/content/intellectual property aspects of corporate deals – both in the media industries and otherwise - with corporate finance lawyers including mergers, acquisitions, private equity and venture capital investments, secured lending and IPO's.
 - Recently represented UK film sales agent on IFTA arbitration pertaining to dispute over extent of rights granted, marketing and merchandising issues
 - Advising authors on exploitation and protection of their rights including publishing disputes.
 - Advising on many substantial disputes involving musicians, recording artists, composers, music publishers, record companies.
 - Advising on all aspects of protection and exploitation of television formats.
 - Passing off actions and general advice to owners of a variety of brands both media & entertainment and others.
 - Numerous royalty audit claims.
- Recent Experience as an Arbitrator**
- IFTA rules: Companies located in two different European jurisdictions over alleged breaches of contract and audit issues arising from exploitation of a major theatrical feature in various media.
 - ICC: Major dispute between technology provider and global consumer electronics manufacturer
 - ICC: Dispute between joint venturers in the provision of a mobile telephony service in a non-mainstream jurisdiction

Recent Experience as Mediator

- Dispute between specialist marketing companies over terms of a product licence.
- Multi-party dispute over online and digital rights involving a globally famous rock star, a digital rights organisation and its principal and an audio-visual production company
- Claim arising over use of classic 70's audio-visual music footage in TV documentary
- Partnership split and dispute over the right to use the name post-split between members of an internationally known rock band
- Dispute between online rights exploiters over a catalogue of heritage sound recordings
- Passing off claim between two competing dance troupes

Other Information

Member of the panel of Arbitrators of IFTA

ADR Group Accredited Mediator

Member of the International Association of Entertainment Lawyers

Fellow of the Royal Society of Arts

Member of the General Assembly of the University of Manchester (England)