

BUSINESS DISPUTE RESOLUTION SERVICES™

BRUCE M. POLICHAR

Full-Time ADR Neutral

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Areas of Services:

Full-time dispute resolution neutral exclusively involved in handling business disputes; with particular emphasis in the fields of entertainment/media, intellectual property, related technologies, and international business transactions. This specialization reflects forty years of experience in these areas as a trial and transactional lawyer, general counsel, business executive, business consultant, and personal manager.

Alternative Dispute Resolution Experience:

Mr. Polichar has been active as a dispute resolution professional for over thirty years, and has been serving as a full-time ADR neutral since 2001. He currently serves on the International Arbitration Tribunal of the Independent Film and Television Alliance (formerly the American Film Marketing Association), the Los Angeles Superior Court party-pay and pro bono mediation panels, and on the Attorney Settlement panel of the United States District Court for the Southern District. He has been a member of the London Court of International Arbitration North American Users' Council, and an Associate of the Chartered Institute of Arbitrators. He has also served on arbitration panels of the Writers Guild of America and Association of Motion Picture and Television Producers, and the Center for International Commercial Arbitration. His practice is generally divided equally between arbitration and mediation, and between media industry matters and other commercial disputes. Mr. Polichar has also served as an expert witness and litigation consultant in the entertainment industry.

Mr. Polichar has restricted his ADR practice to arbitration and mediation of business disputes. This reflects his extensive experience in these areas in the capacity of litigator, corporate counsel and business executive with broad international experience. This combination of varied legal roles and responsibility for the bottom line of businesses enables him to provide an acute focus on reaching results that reflect both legal and business realities.

Professional Associations:

Mr. Polichar has been a member of the State Bar of California since 1967, and is a member of its Alternative Dispute Resolution Section. He is a member of the Los Angeles County Bar Association ADR Section, the Entertainment Committee of the American Bar Association Dispute Resolution Section, the ADR Committee of the ABA International Law Section, the Southern California Mediation Association, Federal Bar Association ADR Section, and the California Dispute Resolution Council. Mr. Polichar was one of the principal founders of the International Arbitration Tribunal of the American Film Marketing Association (now known as the Independent Film &

Television Alliance), and remains a member of its International Advisory Committee. He also serves as a Judge at the ABA National Law Student Mediation Competition, and the Moot Court Competition of the UCLA School of Law.

Career History:

2001-present: Full-time business dispute resolution neutral.

1995-2001: Vice-President, Entertainment Industry Segment, Global Telecommunications & Media Sector, the IBM Corporation, responsible for global strategy and marketing for IBM's entertainment industry business worldwide.

1990-1995: Consulting practice specializing in business strategies and alliances among major media and technology companies, including: Harper Collins Publishers, BBC Enterprises, KCET Public Television for Southern California, GTE Interactive, Alliance of Motion Picture & Television Producers, 13 WNET of New York, The Nederlander Companies, and Informed Sources International of London.

1985-1990: Senior Vice-President for Legal and Business Affairs, Embassy Home Entertainment.

1984-1985: Senior Vice-President of Manson International (film/TV distribution)

1980-1984: Vice-President for Business Affairs, The Samuel Goldwyn Company.

1967-1980: Attorney with Slaff, Mosk & Rudman; Margolis & McTiernan; International Famous Agency; - all involving litigation and transactional practice, with emphasis on all aspects of the film, television and music industries. Co-Director UCLA Legal Services. Personal Manager with Tentmakers (a music industry personal management firm).

Education:

U.C.L.A. School of Law, J.D. 1967; University of California, Berkeley, B.A. 1964, in Political Science/Soviet Studies. Extensive advanced arbitration and mediation training.

Publications: Mr. Polichar publishes articles regularly on arbitration law and practice in journals including: ABA Section on International Dispute Resolution, ABA Section on Business Law, Federal Bar Association, Los Angeles Lawyer, Arbitration (CI Arb), among others.

Community Activities:

Mr. Polichar serves on the Print and Drawing Council at LACMA and the Friends of the Graphic Arts of the Grunwald Center for the Graphic Arts at the UCLA Hammer Museum. Mr. Polichar served on the Steering Committee of the American Assembly multi-year project, "The Arts, Technology & Intellectual Property, a project of Columbia University, the Rockefeller Foundation and the Pew Charitable Trusts. He also consults to art schools and public arts institutions.