

“Get Ripped Off if You Want” by Fernando Jones
Loyola University Chicago | School of Law
Professor Earl Caldwell’s *Sports + Entertainment Law* Class
Topic: LAW 419 001 F21
Sunday, September 12, 2021 | 11:00A to 12:00P | Online

I. Introduction + FJ Bio

II. What are the parts of a band?

- Signatory Musicians
- Logos/Logo Types
- Choice of Material
- Public Imaging

III. Surviving in Show Business

- Mentorship
- Fan Support
- Practicing and Perfecting Your Craft

IV. Be Easy to Find

- Social Media Footprint
- Marketing

V. The Life of a Song

- Ringtones, soundtracks, commercial placement and more

VI. You as a Brand

- Sound-A-Likes

VII. Copyrights

- Forms

VIII. Licenses

- Mechanical, Compulsory and Synch

IX. Publishing

- Commercial Usage to Royalty Checks

X. Record Deals

- Major, Indi or start your own

XI. Video Performance

- Fernando Jones & My Band!

XII. Q&A