



LASA
Lawyers for the Arts South Africa

LAWYERS FOR THE ARTS SOUTH AFRICA

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NPC Reg No.: 2023/812475/08
PBO No.: 930083768
Section 18A Approved

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PRESS RELEASE

FOR IMMEDIATE RELEASE

Empowering Filmmakers Through Intellectual Property: Join the IP Commercialization Workshop this June

Johannesburg, South Africa – 20 May 2025 – Lawyers for the Arts South Africa (LASA), in proud partnership with the Goethe-Institut, is excited to announce the IP Commercialization for Filmmakers Workshop, taking place on 3rd and 4th June 2025 in Johannesburg. This highly anticipated two-day workshop is officially endorsed by Fame Week Africa, Africa's premier business platform for the creative and cultural industries.

The workshop is tailored for filmmakers, producers, content creators, and industry professionals seeking to understand and harness the power of intellectual property (IP) as a commercial asset. Participants will gain practical legal knowledge on how to protect, license, and monetize their creative works, as well as how to navigate co-productions, distribution agreements, and copyright law both locally and internationally.

Key topics to be covered include:

- Understanding copyright in film and TV
- Licensing and revenue models for IP
- IP ownership in collaborative projects
- Legal contracts every filmmaker should know
- International distribution and royalties
- Case studies and expert panel discussions



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“We believe that IP is one of the most valuable tools available to South African creatives. Through this workshop, we aim to equip filmmakers with the knowledge they need to take ownership of their work and transform it into sustainable income,” says Lerato Moloi, Founder and Director of Lawyers for the Arts South Africa.

Industry experts, entertainment lawyers, and experienced filmmakers will lead the sessions, ensuring that participants receive well-rounded insights into both the legal and business aspects of IP in the film industry.

EVENT DETAILS

Workshop: IP Commercialization for Filmmakers

Dates: 3rd & 4th June 2025

Venue: Goethe-Institut Johannesburg

Partners: Goethe-Institut

Endorsed by: Fame Week Africa

Attendance is limited and early registration is encouraged. For press enquiries, partnership opportunities, or to secure your place, please contact info@lawyersforthearts.org.za.

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