



*Creative Projects Group offers natural as well as traditional settings for workshops, meetings, individual and organizational diagnostics, coaching, mediation and arbitration sessions.*

## **Creative Projects Group**

Creative Projects Group (CPG) is a consulting firm in the entertainment, media and sports fields, and serves as a "creative incubator" for the development and production of creative content in both traditional and digital media. CPG's Production Services and Monetization Division assists clients in developing their own intellectual property assets. We employ multidisciplinary teams to provide clients with assistance and support for the monetization of these assets and entrepreneurial business activities, providing exclusive, confidential, proprietary services to position our clients ahead of the development "curve". We negotiate film, television and other agreements and work on behalf of our clients to help them protect and monetize their intellectual property and other creative works, and with marketing, branding, publishing and creative development.

CPG helps our clients re-imagine their creative opportunities, re-ignite their business opportunities and re-solve issues that have served as obstacles to their bottom line success. We provide Alternative Dispute Resolution (ADR) services to clients seeking arbitrators or mediators with specialized knowledge and extensive experience in the entertainment, media and sport and sports industries.

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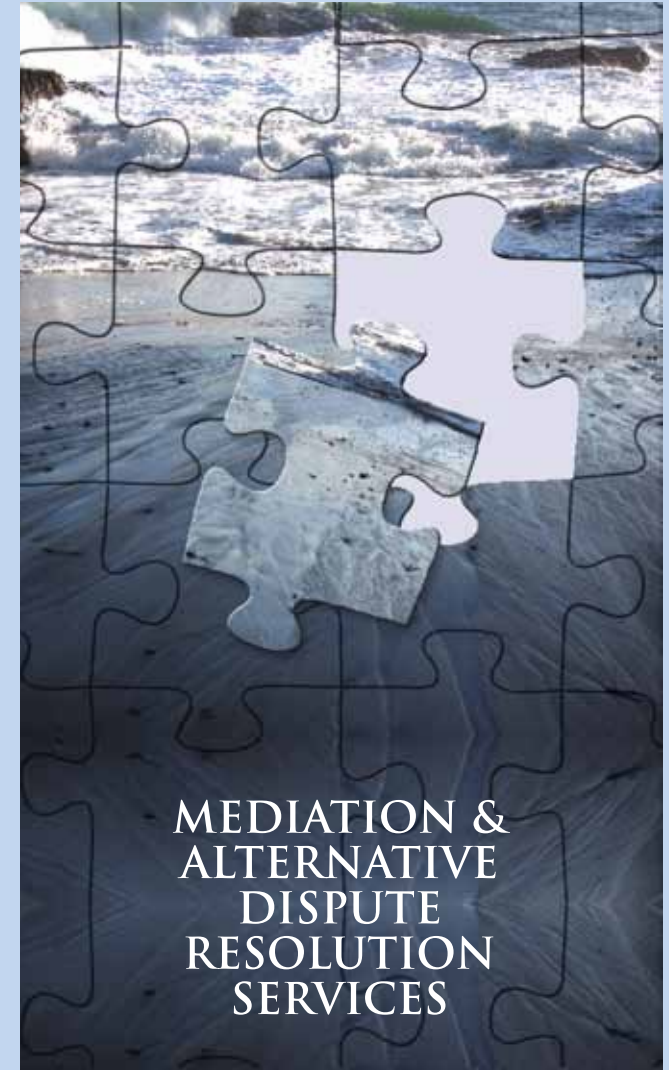
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**MEDIATION &  
ALTERNATIVE  
DISPUTE  
RESOLUTION  
SERVICES**

# MEDIATION & ALTERNATIVE DISPUTE RESOLUTION SERVICES



William Nix is an attorney with experience in corporate formation and business affairs, as well as a litigator and ADR practitioner, lecturer and Harvard/MIT Negotiation Project graduate with extensive expertise in the entertainment, media, sports, intellectual property and creativity fields. Will has served as Co-Chair of Baker Botts LLP's Entertainment, Media and Sports Practice Group, as VP of Legal and Business Affairs for NBA Properties and as COO of the 2000-member network of the MPAA global IP Group.

## BACKGROUND

Our work with clients, particularly in the creative fields, has revealed that many have artistic, business, financial, and interpersonal conflicts that require resolution of disputes between them and other parties. Rather than resort to judicial determinations, we work to provide alternative dispute resolutions via co-mediation.

We draw upon our interdisciplinary backgrounds to facilitate positive resolution of differences and to attempt to minimize polarization. We also work with corporate clients to resolve internal disputes among employees, management and other parties, and with recovery industry clients to improve after-care programs and to raise demonstrable success rates.

## ADR MEDIATION & ARBITRATION

Rather than solely functioning as Arbitrators (whose interaction with the parties is confined to adversarial proceedings), Mediators operate as facilitators, attempting to assist parties in finding common ground.

While CPG professionals can act as both Arbitrators and Mediators, we primarily advocate mediation as being consistent with our overall philosophy and approaches to resolving conflicts between parties in the most constructive and amicable way possible.

CPG often serves in a "transformational mediator" role, to help people shift their attitudes in conflicts and allow them to find solutions, rather than remain polarized. While many parties gravitate to the AAA or JAMS as an arbitration/mediation vehicle, CPG believes that it offers a different, more economical approach that is expressly designed for parties in the creative and entertainment fields, consistent with the overall focus and other services of the company.

## OBJECTIVES

In working with artists and members of the entertainment and media fields over the years, a recurring pattern of issues has arisen that led CPG to form a core team of experts to deal with conflict resolution between parties in these communities. Some of these issues include:

- disputes between artists and agents, managers and other professional representatives over fees, royalties and/or rights and responsibilities, including termination or reformation of such relationships
- financial payment and other disputes
- domestic relations disputes between spouses and partners
- real estate and residence-sharing disputes

## GOALS

We seek to achieve optimal quality of life and career for clients, so that the most important stressors, including family/relationships and legal mediation issues, are addressed in a positive manner, as facilitated by CPG Mediators. CPG has a certified and field-trained team of both male and female interdisciplinary (legal, psychological, social service and media/entertainment) professionals who focus on Alternative Dispute Resolution (ADR) methods for resolving such disputes. The emphasis on ADR stems from the fact that many of the people with whom we consult (coach or train) do not have the time, resources, or inclination to initiate court proceedings, which can be both lengthy and quite costly, and often do not lead to what the parties consider satisfactory results.