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# "begun, the code war has!" disney and redbox battle over digital movie codes

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February 24, 2018

Robert Rotstein spoke on the panel, "Begun, the Code War Has!" Disney and Redbox Battle Over Digital Movie Codes," on February 24, 2018.

*Speakers:*

**Robert Rotstein - Partner, Mitchell Silberberg & Knupp LLP, Los Angeles, CA**

Devin McRae - Partner, Early Sullivan Wright Gizer & McRae LLP, Los Angeles, CA

Aaron J. Moss - Partner, Greenberg Glusker Fields Claman & Machtinger LLP; Los Angeles, CA

*Description:*

When you buy a DVD or Blu-ray disc of a movie that comes with a code for a digital copy of that film, can you re-sell that code? This simple question raises complex issues of contract, copyright and unfair competition law, including issues of first impression as the courts decide how existing rules apply in the context of digital movies. These issues are front and center in a bitter legal dispute between two entertainment industry giants, Disney and Redbox, after Redbox started offering digital movie codes it obtained from buying DVD and Blu-ray discs of Disney films for re-sale to its customers, and Disney filed a lawsuit to stop Redbox from engaging in this activity. Copyright experts Robert Rotstein, Devin McRae, and Aaron Moss analyze and debate the key issues raised by this lawsuit and offer their seasoned predictions for how the courts will resolve them.

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## attorneys

Robert H. Rotstein

## practice areas

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entertainment transactions  
intellectual property  
litigation