



Choose Another City: Los Angeles

Site | News | Videos | Jobs

[GO](#) [Search Archive](#)

- HOME
  - NEWS
  - SMALL BUSINESS
  - SALES & MKTG
  - REAL ESTATE
  - EVENTS
  - COMMUNITY
  - CAREERS
  - TRAVEL
  - MORE TOPICS
- Businesses For Sale Local Biz Directory Business Travel Email Alerts Book of Lists Subscribe

LATEST NEWS

[Los Angeles](#) > [News](#)

Thursday, September 16, 2004

# Suit claims NBC-TV's 'The Apprentice' was ripped off

Los Angeles Business from bizjournals

- Print
- Email
- Reprints
- RSS Feeds
- Add to Del.icio.us
- Digg This

### Related News

- [A&E Television buying Lifetime, bring cable giants under one company](#)
- [Napster founder inks file-sharing deal](#)
- [Dreamliner jet takeoff could benefit Ladish](#)
- [In the Spotlight: Karen Bristol](#)
- [DreamWorks, NBC Universal end buyout talks, for now](#)

Venice-based Velocity Entertainment Group and its chief principal, Mark Bethea, have filed a lawsuit seeking damages against the producers of the NBC show, "The Apprentice."

According to a spokesperson for Bethea and the law firm representing him, the suit was filed in the United States District Court, Central District Court of California Thursday morning.

The suit claims executive producer, Mark Burnett of Mark Burnett Productions Inc. in Los Angeles and co-

executive producer, Conrad Riggs of JMBP Inc., stole the idea for the show from a legally registered presentation made by Bethea to Riggs in the summer of 2001. Burnett also is known for creating reality shows "Survivor" and "The Restaurant."

The suit claims copyright infringement, breach of implied-in-fact contract and unfair competition. Other defendants named in the suit include NBC Universal, owned by General Electric, Vivendi Universal, Trump Productions LLC and executive producers of the show, Donald Trump and Jay Bienstock.

West Los Angeles law firm, Makarem & Associates, is representing the plaintiffs.

In August of 2000, Bethea claims he conceived and developed a reality-TV show entitled "C.E.O.", which had contestants competing against each other in a corporate environment to become the chief executive officer of an actual corporation.

Because of his corporate experience, on-screen presence and credibility, Donald Trump was specifically named to host "C.E.O." Bethea pitched the idea to producers, including Riggs, in June of 2001. Riggs informed Bethea that he and Burnett were not interested in producing "C.E.O." Also, Bethea said it was understood Riggs would keep the concept for "C.E.O." confidential.

Ronald W. Makarem, of Makarem & Associates, said Bethea has contacted the show's producers to settle the matter, but he has had no success.

Search for Jobs powered by onTargetJobs

[View Losangeles Jobs - 4895 jobs today](#)

Sponsored Links

[Acai Berry Side Effects?](#)  
In Our Shocking Special Report We Investigate Acai Berry  
[www.News8TV.net](#)  
[SECRET: White Teeth Trick](#)  
Learn the trick discovered by a mom to turn yellow teeth white w/under \$10.  
[MomsTeethStory.com](#)  
[Mom Makes \\$77/Hr \(Online\)](#)  
Mom makes \$8,673+ a month! Read this special report to see how...  
[www.HomeJobsNews.com](#)

[Buy a link here](#)

Find Executives

[See all Los Angeles contacts](#)

SITE SECTIONS

[Small Business Center](#)

[Visit the Small Business Center](#)

[Contact the Editor](#) [Need Assistance?](#) [More Latest News →](#)

Print Email LinkedIn Yahoo! Buzz

### Most Read Stories

- [RealtyTrac: California ranks 3rd in August foreclosures](#)
- [FDA OKs Spectrum's Zevalin as blood-cancer treatment](#)
- [Disney denies 'Captain EO' rumors](#)
- [Class-action suit filed against Marvel](#)
- [Report: Wells banker partied at surrendered Malibu home](#)

### Most Emailed Stories

- [Reports: Disney World's Fantasyland to expand](#)
- [Disney denies 'Captain EO' rumors](#)
- [Class-action suit filed against Marvel](#)
- [Schwarzenegger launches nation's largest state-sponsored green-job training program](#)
- [Disney announces Blu-ray 'Diamond Collection'](#)

### READER COMMENTS

### BUSINESS PULSE SURVEY

How would eliminating the sales tax impact California businesses? Leave a comment after you vote.

Make the state MORE attractive to business

Make the state LESS attractive to business

Don't know/not sure

### CITY GUIDE SPOTLIGHT - CINCINNATI



- [Attractions in Cincinnati](#)
- [Cocktails in Cincinnati](#)
- [Hotels in Cincinnati](#)
- [Restaurants in Cincinnati](#)

Sponsored by:



Los Angeles Real Estate powered by [LoopNet](#)

### Featured Property

Price: \$11,850,000  
Building Size: 26,277 SF  
Use Type: Sale



→ [More Los Angeles Real Estate](#)

bizjournals  
Partners



### Small Business Center: Advice Library

Check out Email Marketing expert, Gail Goodman, in our "[Ask the Expert](#)" series. Post your small business questions and see her video response. [Get your free advice now!](#)

### Search Press Releases

- [View all Los Angeles Press Releases](#)
- [View ALL Press Releases](#)

Search by Company, Organization, or Keyword



Content provided by PR Newswire. [Learn more about this service.](#)

## Sales & Marketing

[Visit the Sales & Marketing Center](#)

## Daily Update

[Sign up for the Daily Update](#)

## Company Watch

[Get started now](#)

**Pay vendors and individuals direct online.**

[Learn More](#)

MEMBER FDIC

Email Alerts  
Get the latest local business news delivered to your inbox. [Sign up Today!](#)

### Featured Los Angeles Jobs

powered by



- [Director of Sales, Premium Seats](#) - Live Nation
- [Director of Sales, Sponsorship](#) - Live Nation
- [View Open Opportunities](#) - AT&T
- [Director of Customer Marketing](#) - Leading Consumer Products Company
- [Director of Sales & Marketing](#)

[Search Jobs](#) | [Post Resume](#) | [View More](#)

[Post a Job](#) | [Feature a Job](#)

### FEATURED RESOURCE

**POST A JOB**

### Post a Job & Receive a FREE Premium Salary Report

Post a job online with bizjournals.com and get a PayScale Salary Report - FREE (a \$99 value)! Report contains:

- Salary & Hourly Rates
- Bonus & Benefits
- Skills, Experience & Education

[Click here to redeem this offer.](#)

## FEATURED WHITE PAPERS

### [Using Online Video to Enhance Productivity, Improve Communications and Foster Business Efficiency](#)

Many companies still are experimenting with different ways to use Web vi...

[View Now](#)

### [The Short Code Marketing Opportunity](#)

The Biden announcement over texting is a highly visible example of short...

[View Now](#)

### [Top 10 Reasons Why Your Email Is Not Being Delivered](#)

ReachMail delivers the top ten reasons that your emails are not being de...

[View Now](#)

[View More Research](#)

Use of, or registration on, this site constitutes acceptance of our [User Agreement](#) and [Privacy Policy](#).

ONLINE: [home](#) | [business news](#) | [small business](#) | [sales & marketing](#) | [real estate](#) | [events](#) | [community](#) | [careers](#) | [business travel](#) | [advertise](#) | [about us](#) | [rss](#)

AFFILIATES: [Portfolio](#) | [SportsBusiness Journal](#) | [SportsBusiness Daily](#) | [Sporting News](#) | [Mass High Tech](#)

© 2009 [American City Business Journals](#), Inc. and its licensors. All rights reserved. The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of bizjournals.