

Entertainment Law

Cozen O'Connor has more than 20 years of experience representing clients in film, television, cable, music, radio, and other media. Our clients include production companies, film studios, record labels, music publishers, distributors, retailers, television and cable networks, digital/mobile content service providers, advertising agencies, public relations and marketing firms, and retail service and merchandise companies. We also provide experienced counsel and support to directors, screenwriters, producers, authors, songwriters, and artists.

Our practice is prevention oriented, which means that our attorneys focus on establishing airtight protections that allow our clients to avoid controversies. We work closely with entertainment clients to develop sophisticated IP strategies regarding brand management and expansion, consumer and retail marketing, production, sponsorship, collaboration, merchandising, licensing, talent and distribution agreements, and regulatory compliance. In the event, however, that an IP-related dispute does arise, our team of nearly 50 intellectual property litigators is prepared to aggressively advocate for client interests.

Among other key attributes, Cozen O'Connor's entertainment lawyers are distinguished by their high social intelligence. They don't just know the law – they know *people*. That is critically important in the area of entertainment law because much of the underlying IP is the product of personal expression and because success in the entertainment business depends in large part on maintaining good, long-term relationships. Cozen O'Connor attorneys understand the importance of protecting the client's reputation inside and outside the industry, and are adept at handling tough issues with sensitivity and finesse.

SERVICE AREAS

- Advise clients on business development, media initiatives, multi-platform content creation, brand management, and consumer and retail marketing strategies
- Negotiate and draft agreements regarding production, sponsorship, publicity, collaboration, merchandising, licensing, confidentiality, employment, talent, and content distribution
- Counsel clients on rights of privacy and rights of publicity law
- Counsel clients on advertising, marketing, and telecommunications regulations
- Promote and protect all intellectual property rights, including copyrights and trademarks
- Represent entertainment clients as both plaintiffs and defendants in state and federal courts, arbitrations, and mediations



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Related Practice Areas

- Copyright & Content
- Franchising
- Intellectual Property
- IP Transactions & Licensing
- Patents
- Trade Secrets, Restrictive Covenants, and Computer Abuse
- Trademark & Brand