

Daily Journal

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Entertainment Law

Editors' Note

At a time when digital disruption defines the entertainment industry, the *Daily Journal* brings back an entertainment supplement to profile the key deal-makers and litigators who are rapidly reshaping the movie, music and game businesses. New viewing habits are driving mergers and overhauling distribution models in Hollywood, while the music industry continues to undergo

its own transformation, thanks to digital services like Pandora and Spotify. Mobile devices have chipped away at the dominance of traditional video game systems, as they put more games in the hands of more players than ever before. In this new world, technology giants and new investors from overseas are keen to join forces with content providers, and everyone is looking to California's best entertainment lawyers to guide them along the way. As you read in this issue, we think you'll be impressed with their work.

CALIFORNIA'S TOP ENTERTAINMENT LAWYERS

Benjamin R. Mulcahy

FIRM

Sheppard, Mullin, Richter & Hampton LLP

Los Angeles

SPECIALTIES

Corporate

Chrysler Group LLC's Dodge Durango sales soared 59 percent thanks to commercials featuring Will Ferrell as the main character from Paramount Pictures Corp.'s film "Anchorman 2: The Legend Continues" last year, illustrating the power of brand partnerships.

Mulcahy is working behind the scenes with various brands to reap similar rewards.

He had a hand in the three-year, \$100 million partnership between the National Basketball Association and Samsung Telecommunications America LLC, making Samsung the official handset, tablet and TV provider for the NBA, NBA Development League and the Women's National Basketball Association.

"The parties came together, and Samsung said we're bringing X to the table and NBA said we'll bring Y to the table, but they also said they wanted to collaborate on the term of their relationship and create something new together," Mulcahy

said. "Creating something new together makes this deal a game changer."

Mulcahy advises on co-promotional agreements and other negotiations in entertainment and sports to seal the deal. And, in many cases, the deal must be sealed quickly.

"The studios in film marketing really have an incredible burden because unlike a car manufacturer like Jeep that has been around for decades and has that time to create a brand, a studio executive for a film has a new product they have to market and sell every six to nine weeks," he said. He adds his daily rhythm is "always quite accelerated compared to a lot of other practices."

Mulcahy became involved in the blockbuster media marketing world when he advised New Line Film Productions Inc. 15 years ago on co-branding agreements for "Austin Powers" and "The Lord of the Rings." Mulcahy is currently working with Lions Gate Entertainment Corp. to attain multimedia advertisers for the upcoming "The Hunger Games: Mockingjay, Part 1" installment out in theaters later this month.

— Kibkabe Araya

