



→ Alexis Robinson

Partner

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Alexis Robinson is a partner and Leader of the Entertainment, Technology, and Media Practice Group, a Tier 1 practice as ranked by both *Chambers* and the *Legal 500*. She also serves as a Co-Leader of the Music Industry Team.

Areas of Practice

Alexis provides strategic counsel in connection with complex commercial transactions across a variety of disciplines, with an emphasis in negotiating deals involving emerging technology, entertainment and media. She has been recognized as a Top Music Lawyer by *Billboard Magazine* and top ranked dealmaker and lawyer by *Variety* and *Legal 500*. Prior to joining the Firm, Alexis served as in-house counsel at one of the largest privately held corporations in the US, where she oversaw the company's global intellectual property portfolio, as well as at a *Fortune 500* cosmetic and beauty company. Her in-house experience has provided her with a unique perspective on the legal needs of businesses in the entertainment and technology industry and ability to provide practical, solution-based legal counsel.

Alexis has extensive experience negotiating agreements and licensing arrangements involving disruptive technology, as well as assisting her clients in developing strategies to mitigate legal risk while harnessing the benefits of transformative technology. She has advised clients on leveraging artificial intelligence (AI) to transform their businesses, including navigating novel legal issues related to intellectual property ownership, monetization and data privacy.

She also has experience negotiating deals involving digital content and music licensing, distribution and rights acquisition, app development and distribution, software-as-a-service (SaaS) arrangements, IoT technology, esports licensing, endorsements and sponsorships, online gaming development and brand licensing and apparel distribution. Her clients include digital service platforms and providers, performance rights organizations, broadcast and cable television networks, motion picture studios, social media platforms, buyers and sellers of intellectual property rights, live event platforms and producers, advertisers, advertising networks and advertising agencies, recording artists, composers, and producers, record labels, and publishers.

Honors

Top Music Lawyer, *Billboard Magazine*, 2023-2024

Dealmakers Impact Report, *Variety*, 2021-2022

Legal Impact Report, *Variety*, 2021, 2024

Recommended Lawyer - Media and Entertainment, *Legal 500*, 2022

Recommended Lawyer - Technology Transactions, *Legal 500*, 2022

Articles

Entertainment Law Blog Posts

- "Rise of the Machines: How AI is Shaking Up the Music Industry," April 5, 2023

Events

Sheppard Mullin's Entertainment, Technology and Advertising Practice Panel and Reception during SXSW Parkside, Austin, Texas, 03.13.2024

Embracing the AI Wave: Navigating Monetization Opportunities and Safeguarding Against Risks in AI-Driven Business

Sheppard Mullin, 07.19.2023

True Grit: Embracing Technological Innovation and Disruption in Uncertain Times

During SXSW

Wax Myrtle's, Austin, Texas, 03.15.2023

U.S. Mexico Fashion Industry: Dressing Up with Innovation & Evolution in North America

Join Sheppard Mullin and The United States - Mexico Chamber of Commerce for the U.S. - Mexico Fashion Industry Commerce Conference

Sheppard Mullin New York, 02.27.2020

Practices

Entertainment, Technology and Advertising

Intellectual Property

Technology Transactions

Corporate

Privacy and Cybersecurity

Industries

Advertising

Artificial Intelligence

Esports & Games

Hospitality

Music

Education

J.D., Benjamin N. Cardozo School of Law, Intellectual Property Concentration, 2008

B.A., University of Delaware, 2005

Admissions

New York