



→ Genevieve Perez

Special Counsel
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Genevieve Perez is special counsel in the Entertainment, Technology and Advertising Practice Group in the firm's New York office. She is the lead associate of the Advertising Team.

Areas of Practice

Genevieve's practice focuses on transactional matters in the entertainment, technology, media, fashion and advertising fields. Specific areas of expertise include:

- Film and television rights acquisition and financing
- Domestic and international distribution of film and television content
- Content licensing across various platforms and devices, including emerging media platforms
- Brand licensing and apparel distribution
- Strategic brand alliances and joint ventures, as well as marketing, advertising and promotional initiatives
- App development and distribution, software licensing and software-as-a-service (SaaS) arrangements
- Ad serving, distribution and exchange platforms
- Programmatic advertising and data sharing
- Production, communications and event-based creative services
- Website and mobile application privacy policies, terms of use and end user license agreements
- Official rules, terms and conditions and related documentation for sweepstakes, contests and similar promotions

Honors

500 X – The Next Generation, *Lawdragon*, 2023

Hollywood's New Leaders, *Variety*, 2022

Best Lawyers: Ones to Watch, *Best Lawyers*, 2023-2024

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

Experience

Served as in-house counsel for Cinedigm Entertainment Corp., where she advised on film and television content acquisition and distribution.

Articles

Covering Your Ads Blog Posts

- "Proposed Federal Legislation Seeks to Ban Targeted Advertising," January 28, 2022
- "Florida Expands Telemarketing Laws," July 20, 2021
- "'Deepfake' Technology: Very Real Marketing Value ... and Risks," May 1, 2020
- "Coronavirus: Are Spectator Bans the Worst Case Scenario for Brand Sponsors?," March 6, 2020
- "#Transparency: California's Social Media DISCLOSE Act," September 18, 2018
- "Dish Network to Dish Out \$341M for TCPA Violations," June 30, 2017

Privacy Law Blog Posts

- "Texas Breach Notification Law Amended, Changes Effective September 1, 2021," June 28, 2021

Speaking Engagements

Moderator, "Hot Topics in Esports Advertising from Both Sides: Brands and Esports Organizations," 2022 ANA Masters of Marketing Law Conference, November 8, 2022

Events

3rd Annual Ad Law Symposium
Webinar, 05.16.2023

Masters of Advertising Law Conference - Hot Topics in Esports Advertising from Both Sides: Brands and Esports Organizations
November 8 - 10, 2022

Memberships

Member, Entertainment, Arts and Sports Law Section, New York State Bar Association
Member, Intellectual Property Law Section, New York State Bar Association
Member, New York Women in Film and Television

Podcasts & Webinars

Third Annual Ad Law Symposium
05.16.2023

Practices

Entertainment, Technology and Advertising
Privacy and Cybersecurity
Technology Transactions
Telephone Consumer Protection Act (TCPA)

Industries

Esports & Games
Music

Education

J.D., Brooklyn Law School, 2011
B.S., St. Peter's University, 2008

Admissions

New Jersey
New York