



## → Justin A. Reid

**Associate**

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Justin Reid is an associate in the Entertainment, Technology and Advertising Practice Group in the firm's Century City office.

### **Areas of Practice**

Justin's practice encompasses all facets of entertainment transactional matters, specializing in structuring, drafting, and negotiating agreements related to the development, financing, production, licensing, and distribution of television, film, and new media productions. He routinely advises studios, media companies, content creators, and independent producers on every aspect of production, exploitation, and distribution of their projects globally. Committed to navigating complex legal landscapes and driving project success, Justin ensures the preservation of the creative integrity of productions.

Prior to joining Sheppard Mullin, Justin dedicated over eight years as in-house business and legal affairs counsel to leading studios and production companies, including Boat Rocker Studios, VICE Studios, and All3Media America. His work focused on negotiating license and acquisition agreements, above-the-line talent agreements, and serving as production counsel for notable projects such as "American Rust" for Amazon, "Slip" for Roku, "Dark Side of the Ring" for VICE TV, and "Chrisley Knows Best" for USA, among many others. Beyond advising on U.S. productions, Justin has extensive experience in structuring and negotiating agreements for productions in Canada, and the U.K.

He earned his law degree from California Western School of Law in San Diego, where he focused on entertainment law and served as President of the Entertainment and Sports Law Society. When not passionately representing his clients on their media projects, Justin enjoys golfing, traveling to new places, and spending time with his family, including his wife Candice, son Grayson, and their two dogs, Kailo and Ollie.

### **Practices**

Entertainment, Technology and Advertising

### **Education**

J.D., California Western School of Law

B.A., University of Central Florida

## Admissions

California