



## → Keith Kelly

### **Associate**

1901 Avenue of the Stars  
Suite 1600  
Los Angeles, CA 90067

T: +1.424.288.5346

F: +1.424.288.5781

kkelly@sheppardmullin.com

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

### **Areas of Practice**

Keith's global practice includes all aspects of entertainment transactions including rights acquisitions, development, first look and overall deals, production, licensing, and distribution of motion pictures, documentaries, scripted and unscripted television productions, and sports-related programming.

He also represents studios and media companies in connection with their booking, sponsorship, and exploitation of music, concerts, and other live events.

Clients often turn to Keith for analysis of complex copyright issues arising in connection with catalog sales, rights acquisitions, M&A, and related chain of title.

He regularly negotiates and drafts a variety of agreements on behalf of studios during all stages of production, from development through distribution, including for Amazon MGM Studios, Nickelodeon Animation Studios, and TelevisaUnivision in connection with live action, animated, scripted and unscripted, film and television projects.

Keith also serves as counsel to Meta in connection with its projects throughout the world involving athletes, artificial intelligence, celebrities, musicians, and sponsorships of concert tours and events.

### **Professional Background**

Before practicing law, Keith was a co-founder of a marketing agency in New York in which capacity he advised musicians, record labels, film and television producers, and technology companies in the creation and execution of global marketing campaigns. He was also active within the independent music industry as a DJ, talent manager, and radio program director.

Keith developed a passion for the Chinese entertainment industry while studying Chinese law at Peking University in Beijing, China, during which period he also worked on cross-border entertainment and intellectual property matters at Sheppard Mullin and at a prominent Chinese law firm.

In his free time, Keith enjoys attending concerts, exploring restaurants, and cheering on the Kansas City Chiefs.

## Honors

Southern California Rising Star, *Super Lawyers*, 2023

Top Entertainment Attorney, *Variety's* Legal Impact Report, 2023

## Experience

### Representative Experience

- Represented Amazon in connection with its acquisition of MGM.
- Advised Group Artémis in its acquisition of a majority stake in Creative Artists Agency.
- Negotiated on behalf of Amazon MGM Studios in connection with its exploitation of numerous concerts and music specials, including Kanye West's *Free Larry Hoover* benefit concert alongside Drake at the Los Angeles Coliseum, The Weeknd's *The Dawn FM Experience*, Tyler the Creator's *Call Me If You Get Lost* tour, and Kendrick Lamar's *The Big Steppers Tour* in Paris, France.
- Represents Amazon MGM Studios in connection with its sports-related projects.
- Advises Meta in connection with its sponsorships of live events, the creation and exploitation content, and Meta AI initiatives featuring public figures.
- Represents WhatsApp in its global partnerships with athletes, sports teams, and influencers.
- Counsel to TelevisaUnivision in connection with numerous motion picture and television projects in connection with its SVOD platform ViX+ including a first look with Salma Hayek's Ventanarosa Productions.
- Represented Argentinian musician Paulo Londra in connection with producer agreements, guest artist agreements, and remix agreements.
- Represents Amazon Freevee in connection with its slate of scripted and unscripted productions.
- Negotiated the production services agreements for the *LOL: Last One Laughing* format on behalf of Amazon MGM Studios for productions throughout the world, including in Argentina, Australia, Canada, Colombia, and Mexico.
- Negotiated the production services agreement for the Amazon Prime Day Show featuring performances by Billie Eilish, H.E.R., and Kid Cudi.
- Counseled Universal Pictures in connection with theatrical director, writer, producer, and rights agreements.
- Advised Amazon MGM Studios in connection with its acquisition of feature films, including Lena Dunham's *Catherine, Called Birdy* and the British musical entitled *Everybody's Talking About Jamie*.
- Production counsel to Amazon MGM Studios in connection with *Don't Make Me Go* (John Cho, Mia Isaac, and Kaya Scodelario), and *The Lord of the Rings: The Rings of Power*.
- Counsel to The Los Angeles Opera.

## Articles

"Computer Love: Beijing Court Finds AI-Generated Image is Copyrightable in Split with United States," *AI Law and Policy*, 12.2023

"Chinese Film Laws: An Unintended Driver of Intellectual Property Infringement," *ABA's Entertainment and Sports Lawyer*, 05.2019

## Speaking Engagements

Presenter, "Copyright Issues & the U.S. Entertainment Industry's Response in the Era of Generative AI," *Beijing Culture and Entertainment Law Society's Annual Rule of Law Forum*, 03.2024

Moderator, "What You Need To Know About Film/TV Production In Mexico," *Beverly Hills Bar Association*, 12.2023

## Memberships

*Executive Committee*, Beverly Hills Bar Association's Entertainment Law Section

*Member*, The Copyright Society

*Syllabus Committee*, USC's Institute on Entertainment Law and Business

## Practices

China

Copyrights

Entertainment, Technology and Advertising

Intellectual Property

International Reach

Japan

Latin America

Práctica Latinoamericana

## Industries

Entertainment, Technology and Advertising

Advertising

Art

Artificial Intelligence

Music

Sports

## Education

J.D., University of Missouri, Kansas City, 2018, *cum laude*; *UMKC Law Review*

B.A., University of Missouri, Columbia, 2007

## Clerkships

Judicial Extern for the Honorable Fernando J. Gaitan, Jr. of the U.S. District Court for the Western District of Missouri  
Law Clerk, United States Attorney's Office

## Admissions

California