



## → Omarr K. Rambert

### Associate

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Omarr K. Rambert is an associate in the Entertainment, Technology and Advertising Practice Group in the firm's Century City office.

### Areas of Practice

Omarr's practice focuses on transactional entertainment matters related to the creation and exploitation of audiovisual projects and digital content. He advises clients on business transactions in connection with development, production, distribution, licensing and rights acquisition for television, digital media, feature films, podcasts, and audiobooks. Omarr works with producers, studios, media companies, and major brands entering the content-creation space. A style buff, he also lends his expertise to established fashion houses interested in using entertainment as a way to engage with consumers.

Omarr regularly negotiates agreements on behalf of Media Res Studios, BET Studios, and Paramount Global, serving as production counsel to Media Res for *Pachinko* (Apple TV+), BET Studios for *Diarra From Detroit* (BET+) and to Paramount for *Special Ops: Lioness* (Paramount+), starring Nicole Kidman, Zoe Saldana and Morgan Freeman. He was also a member of the team that advised the brand, Fear of God, on the production of its first runway fashion show held at the Hollywood Bowl and the exploitation of related audiovisual content. Other clients that Omarr has assisted in their transition into content creation include Spotify, Peloton, QVC, and more.

Prior to joining Sheppard Mullin, Omarr worked as a media and entertainment litigation associate at another major law firm, where he represented clients in complex commercial litigation and a wide range of entertainment and First Amendment related matters. Omarr's litigation experience allows him to approach transactions with a unique sense of risk management and dispute avoidance.

Omarr received his law degree from UCLA School of Law where he was a board member of the *UCLA Law Review* and *National Black Law Journal* and specialized in Media, Entertainment & Technology Law and Policy. During law school, Omarr interned for the Director's Guild of America and Ballard Spahr LLP.

He received his B.A. from Pepperdine University where he majored in Film Studies with an emphasis in Critical Studies, in which he explored the ideological components of film and its intersection with religion, politics, race, gender, values, and globalization. Omarr also received a certification in conflict management from a joint enterprise of Pepperdine's Seaver College and Straus Institute for Dispute Resolution, in which he studied negotiation, mediation, arbitration, and cross-cultural negotiation and dispute resolution.

In his spare time, Omarr's interests include photography, men's styling, and fitness.

## Articles

"The Absent Black Father: Race, the Welfare-Child Support System, and the Cyclical Nature of Fatherlessness,"  
The UCLA Law Review: Volume 68, Issue 1

## Practices

Entertainment, Technology and Advertising

## Education

J.D., University of California, Los Angeles, 2020

B.A., Pepperdine University, 2017, *cum laude*

## Admissions

California