

## 2021 ANA/BAA Marketing Law Conference

### Celebrity Services For Equity

San Diego, CA and Virtual

11.17.2021 | 10:25am - 11:15am PT

Most celebrities from every field (whether it be music, sports, or film) want to be an entrepreneur. While highly compensated endorsement deals have not gone away, many celebrities look for opportunities to bolster their portfolio of brand partnerships with a potential “homerun” by taking a smaller upfront fee in exchange for equity in the company. Our panel will discuss the complex business and legal issues for the talent and the company presented by the structure of these arrangements. **Moderator: Robert Darwell**

Partner

Sheppard, Mullin, Richter & Hampton LLP

### Segun Aluko

Associate

Sheppard, Mullin, Richter & Hampton LLP

### Meg Wilson

Special Counsel

Sheppard, Mullin, Richter & Hampton LLP

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## Attorneys

Segun Aluko

Meg E.G. Wilson

## Practice Areas

Advertising

Entertainment, Technology and Advertising

## Industries

Advertising

Entertainment, Technology and Advertising