

## Hollywood Comes to Silicon Beach: A Primer for the Startup

**Sheppard Mullin & ICM Partners**

02.13.2014

**Registration | Cocktails**

6:00 p.m. - 6:30 p.m.

**Program | Q&A**

6:30 p.m. - 8:00 p.m.

**Sheppard Mullin**

**at ROC Santa Monica**

604 Arizona Avenue

Santa Monica, CA 90401

**Click here to register for this complimentary program.**

Please join Sheppard Mullin for an evening with ICM Partners, one of the world's largest talent and literary agencies with offices in New York, Los Angeles, and London.

We will explore how companies work with talent agencies and the talent that they represent. We will discuss the services provided by an agency, how to determine if the agent/agency is the right fit for your company, and how agencies work with established and start-up companies.

In addition, we will address how to work with talent in connection with endorsement and services deals, and what kind of deals are being structured with start-up companies that cannot guarantee millions of up front dollars often demanded for a talent's services.

ICM Partners represents companies and creative and technical talent in the fields of motion picture, television, books, music, live performance, branded entertainment, and new media.

### **SPEAKERS**

- **Chris Silbermann**, *Partner*, ICM Partners
- **Rick Levy**, *Partner and General Counsel*, ICM Partners
- **Carol Goll**, *Partner, Head of Global Branded Entertainment*, ICM Partners
- **Keyvan Peymani**, *Managing Director, Digital Strategy Division*, ICM Partners
- **Randy Freedman**, *Business and Legal Affairs*, ICM Partners

## MODERATOR

**Shaun Clark**, *Partner in Entertainment, Technology & Advertising Group*, Sheppard Mullin

*Questions? Contact Melissa Omphroy at [momphroy@sheppardmullin.com](mailto:momphroy@sheppardmullin.com) or 415.774.2997.*

## Attorneys

Shaun C. Clark

## Industries

Entertainment, Technology and Advertising