

Music is our passion and business.

The Music Industry Practice at Sheppard Mullin represents a diverse client base spanning all aspects of the music business, including digital service platforms and providers, performance rights organizations, motion picture studios, broadcast and cable television networks, social media platforms, buyers and sellers of music catalogs, live event platforms and producers, advertisers, advertising networks and advertising agencies, recording artists, composers and producers, record labels and publishers. Our team works with emerging and established clients across industries—from creators and music users to industry disrupters. Our range of expertise drives our strategic and practical advice on issues at the forefront of the industry.

### **Counseling and Transactional Matters:**

We guide our clients through every step of a transaction and can assist in providing strategic counsel and guidance, and the negotiation and drafting of agreements in all areas, including:

- Copyright
- Artificial Intelligence (AI), Blockchain, XR/AR/VR and other Emerging Technologies
- New Media Business Models and Strategies
- Licensing and Distribution
- Digital Music Platforms and Digital Service Providers
- Music Rights Clearance
- Catalog Purchase and Sale
- Live Music, Touring and Venue Matters
- Film, Television, Radio, Internet and New Media Channels of Distribution and Syndication
- Songwriting and Publishing
- Management and Agency Representation
- Marketing, Promotions, Sponsorships, Endorsements and Merchandising
- Recording Artists and Producers
- Labor and Unions

### **Litigation:**

In addition to our transactional depth, the attorneys in Sheppard Mullin's music litigation practice have represented clients in disputes involving both commercial matters and intellectual property. Appearing at both the trial and appellate levels, our practitioners have represented private and public companies and individuals in complex contractual disputes, royalty disputes, concert promotion, management and agency matters, copyright and trademark infringement, antitrust and business torts.