

### Sheppard Mullin Represents Uproxx Studios LLC in Acquisition of Media Brands and Assets from Warner Music Group

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Sheppard Mullin advised Uproxx Studios LLC, a newly formed independent company created through its acquisition of media brands Uproxx, HipHopDX, Dime Magazine and other leading media assets from Warner Music Group (“WMG”). The creation of UPROXX Studios also includes the exclusive license to represent WMG’s coveted YouTube inventory for all media sales in the United States. The newly formed Uproxx Studios will partner with will.i.am and integrate his FYI AI technology and FYI radio into its operations to create innovative avenues for brand communication, content creation, advertising, publishing and audience consumption and distribution.

The Sheppard Mullin team that represented Uproxx Studios in the acquisition and licensing agreements was led by partners Shon Glusky, Dan Schnapp and Alexis Robinson and associates Allison Troianos, Genevieve Perez and Samuel Cohen. Invaluable assistance was provided by partners Niya Tang, Robert Gorzelany and Carlo Van den Bosch and attorney Erin Hausladen.

[Click here to read the press release.](#)

#### Attorneys

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## Practice Areas

Corporate

Entertainment, Technology and Advertising

Mergers and Acquisitions

## Industries

Artificial Intelligence

Music