

Sheppard Mullin Represented Innovative Artists in Strategic Investment from Coral Tree Partners

03.27.2025

Sheppard Mullin represented Innovative Artists, a bi-coastal premier talent agency, in its minority investment from Los Angeles-based private equity firm Coral Tree Partners. In conjunction with the investment, the company has rebranded the agency's existing Innovative Artists brands under a singular, unified entity as Innovative Artists Entertainment.

Founded in 1982, Innovative Artists represents actors, writers, directors and creative artists across a wide spectrum of the entertainment business including talent, literary, production, unscripted, comedy, appearance, broadcast, voiceover, commercial and endorsement. The investment will help accelerate the company's expansion by enhancing the resources to support its agents and a growing roster of talent.

The team was led by partners David Sands and Jennifer Lee and associates Lauren Grubb and Karen Shilyan. Invaluable assistance was provided by partners Keith Gercken, Peter Park, Dmitriy Chelnitsky, Charbel Lahoud and Michael Chan, special counsel Jonathan Barker, and associates Michael Weissnar, Brian Egan, Rabia Paracha, Jeffrey Kozono, Fernando Samayoa and Brianna Rodriguez.

[Read the press release here.](#)

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Practice Areas

Corporate

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Private Equity