

Power Lawyers: Top 100 Entertainment Attorneys 2013

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by THR staff

Daniel Black

Why he matters: Having represented Microsoft for several years on its *Halo* video game franchise — which, 11 years after its debut, passed 50 million unit sales in 2012 — Black has developed a specialty in digital entertainment (hence his ongoing effort to help Pokemon expand its online presence). In 2012, he represented **Kathie Lee Gifford** in a multiyear, multimillion-dollar deal to continue co-hosting *Today's* fourth hour, and he helped launch Back9Network, a golf channel that counts **Clint Eastwood** as an investor.

Big deal: Black handled legal aspects for the creation and rollout of *Forward Unto Dawn*, a five-episode live-action web series Microsoft created as a companion to *Halo 4*. The first episode was viewed 11 million times, and the show proved so popular, it made its way to DVD and Blu-ray. “Some companies brag about how well they do digital entertainment — and they use all the right sound bites — but very few can actually do it,” says Black. “No disrespect to my other clients, but what Microsoft did here was very special.”



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