

POWER LAWYERS 2013



CORPORATE DEALMAKER

Daniel Black

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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.”