

Daily Journal

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Entertainment Law

Editors' Note

At a time when digital disruption defines the entertainment industry, the *Daily Journal* brings back an entertainment supplement to profile the key deal-makers and litigators who are rapidly reshaping the movie, music and game businesses. New viewing habits are driving mergers and overhauling distribution models in Hollywood, while the music industry continues to undergo its own

transformation, thanks to digital services like Pandora and Spotify. Mobile devices have chipped away at the dominance of traditional video game systems, as they put more games in the hands of more players than ever before. In this new world, technology giants and new investors from overseas are keen to join forces with content providers, and everyone is looking to California's best entertainment lawyers to guide them along the way. As you read in this issue, we think you'll be impressed with their work.

CALIFORNIA'S TOP ENTERTAINMENT LAWYERS

Daniel H. Black

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SPECIALTIES
Corporate



While working in-house at studios like Columbia Pictures and Paramount Pictures, Black used to reach out to outside counsel when new areas of the law arose. But the responses tended to be disappointing.

"I so often heard, 'Oh — pause — we don't do that,' staggering, 'but there's a great firm that we farm it out to,'" Black recalled.

"I don't like to be farmed out," said Black, who promised himself then and there that if he ever went into private practice, he'd be someone who "does the homework, rolls up the sleeves and develops an expertise in whatever the [new] platforms are."

Now, as the chair of Greenberg Traurig, LLP's West Coast Entertainment and Media Practice, Black does just that.

While maintaining his expertise in "traditional areas" like television and motion pictures, Black stresses the importance of fluency "in our new language, the digital world."

This past year, Black has represented clients such as Boneyard Entertainment China LLC, Broadcast Film Critics Association, Microsoft Corp., Reelz and The Pokémon Company International in a variety of matters.

Black said a knowledge of marketing platforms and structuring financial and distribution agreements enabled him to help Boneyard, a small New York-based production company, take home the grand prize for a movie it "had the courage" to co-produce in Mandarin and submit to the 2014 Berlin Film Festival.

"To be able to work with the clients in that sort of collaborative fashion is something that we're very happy to do," Black said.

"This is a wonderful example of being in a new cutting edge area and ... being able to compete and fare wonderfully," he said. "I think it sends a great signal to the international community about what is possible."

— Alison Frost