

Entertainment and Sports

Howard & Howard's Entertainment and Sports industry group offers full-service, business-driven legal counsel to clients in music, film, television, live events, sports, media, publishing, and emerging digital platforms. With offices nationwide—including in the heart of Las Vegas, the Entertainment Capital of the World—we help clients structure deals, protect creative and commercial rights, and navigate the rapidly evolving entertainment landscape.

Why Choose Us

- Cross-disciplinary expertise: Combining entertainment, intellectual property, corporate, tax, real estate, and finance attorneys to deliver seamless, strategic solutions.
- Industry-savvy counsel: With decades of collective experience, we speak the business and legal language of the creative industries.
- Business-first approach: We align legal strategies with client goals—maximizing value, managing risk, and fostering innovation.

Practice Areas

Entertainment

- Negotiation and drafting of talent, production, distribution, licensing, and publishing agreements
- Rights clearances for music, film, television, digital content, and live performances
- Protection and monetization of trademarks, copyrights, and ancillary IP

Sports

- Representation of athletes, teams, leagues, coaches, and influencers
- NIL agreements, endorsement deals, sponsorship arrangements, and media rights contracts
- Structuring facilities agreements, sponsorships, venue deals, and licensing

Media & New Platforms

- Licensing, clearance, and contract support for traditional and digital media
- Rights management for podcasts, influencers, livestreaming, apps, and NFT initiatives
- Regulatory, privacy, and advertising law support tailored to media-driven business models

Corporate & Transactions

- Entity formation, joint ventures, and M&A for entertainment and sports entities
- Securing financing and investment structures tied to creative and sports projects
- Acting as outside general counsel for entertainment and sports businesses

Intellectual Property & Litigation

- IP strategy and enforcement including protection, licensing, and infringement enforcement and defense
- Counseling on defamation, rights of publicity/privacy, fair use, and digital transformation
- Litigation support and dispute resolution for contracts, royalties, licensing, and IP-related disputes

Our Clients

Howard & Howard's Entertainment and Sports industry group serves a diverse roster, including:

- Recording artists, musicians, recording studios, and producers
- Actors, writers, directors, and production companies in film, television, and theater
- Influencers, podcasters, and digital creators across social and emerging platforms
- Athletes, leagues, teams, and sport media brands
- Venues, festivals, promoters, and digital distribution platforms

Highlighted Experience

- Negotiated major music recording and publishing deals
- Structured contracts for national film and television projects
- Represented athletes in NIL, endorsement, and licensing matters
- Secured IP rights for LLM-based content platforms and NFT drops
- Litigated disputes in contract, copyright, trademark, and media law

Meet the Team

Whether you're an emerging artist, athlete, creator, venue owner, or sports business, Howard & Howard is your partner—from initial pitch to global rollout. Our entertainment and sports industry attorneys blend legal skill with real-world business experience. Many hold industry leadership roles, board-level positions, and are recognized in Super Lawyers, Best Lawyers, and similar rankings. Contact our entertainment and sports industry group to discuss your goals and explore how we can help your business thrive.