

# Media & Entertainment

Creative Solutions for a Creative Industry



We advise clients on legal and business matters related to trailblazing business models as well as traditional media and entertainment endeavors.

The way information, media, and entertainment are created, packaged, commercialized, and shared continues to evolve through the latest developments in technology as consumers adopt new habits and preferences in their media consumption. Our attorneys have an extensive and nuanced understanding of this rapidly changing industry, and thus possess the tools to effectively serve our clients.

Our clients include rights-holders, content creators, production companies, agencies, and distributors in the fields of:

- Videogames
- Immersive gaming (AR/VR/XR)
- eSports
- Mobile apps
- Podcasts
- Film, television, and streaming
- Influencer marketing

Morse's media and entertainment attorneys address legal issues that arise in connection with:

- Digital content development and cross-platform distribution
- Content licensing and rights clearances
- Rights option/purchase agreements
- Pre-publication/Pre-broadcast review
- Registration of copyrights, including in software code, websites, and traditional works
- Sponsored content; branded entertainment; native advertising
- Digital advertising
- Sweepstakes and contest rules and regulations

## Team

Scott R. Bleier  
Michael J. Cavaretta  
Richard D. Cocci  
Sean D. Detweiler  
Justin B. Emery  
Faith D. Kasparian  
Joseph R. Martinez  
Kevin S. Olson  
Ryan J. Perry  
Amanda E. Schreyer  
Howard G. Zaharoff

## Related Practices

Corporate  
Employment  
Intellectual Property  
Litigation

- FTC endorsement and disclosure requirements
- Brand protection, including clearance and registration of trademarks and service marks
- Website legal compliance, including copyright, trademark, and privacy issues
- Copyright fair use and infringement analysis
- Chain of title analysis
- Publicity rights and defamation
- Agreements with managers and agents
- Name, image, and likeness (NIL) in high school and college sports

## Experience

Morse lawyers serve as outside counsel to **Discovery, Inc.**, the owners of numerous global entertainment brands including the **Food Network**, **HGTV**, and **Discovery Channel**. Members of the practice have been part of the legal team representing the owners of the **Teenage Mutant Ninja Turtles** property and the **Conan the Barbarian** property in connection with their worldwide merchandising and licensing programs and assisted the heirs of one of the creators of the **Batman** character to posthumously obtain credit for his role. Our attorneys include the founder of the New England Games Special Interest Group of the MIT Enterprise Forum and the former director of licensing and strategic alliances for the then- largest educational game company in the world. Our attorneys regularly negotiate deals with Sony, Warner Bros, Nintendo, Epic, Activision, and Electronic Arts.