



→ Genevieve Perez

Special Counsel
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Genevieve Perez is Special Counsel in the Entertainment, Technology, and Advertising Practice Group. She advises clients on a wide range of commercial transactions across the entertainment, technology, media, fashion, and advertising industries. Genevieve has been recognized for her industry-leading work by numerous publications, including *Variety's* Legal Impact Report (2025) and Hollywood's New Leaders (2022), *Lawdragon's* 500 X – The Next Generation (2023–2024), *Best Lawyers: Ones to Watch* (2023–2025), and as a Recommended Lawyer in Media and Entertainment by *Legal 500* (2022).

Areas of Practice

Genevieve has extensive experience negotiating complex commercial agreements involving content licensing, digital distribution, brand collaborations, and emerging technologies. She regularly counsels clients on transactions involving the development, licensing, and commercialization of creative content and technology across a variety of platforms and distribution models.

She has particular expertise in the music industry, where she advises on synchronization licenses, public performance rights, catalog sales and acquisitions, and digital streaming arrangements. She regularly assists content platforms, digital services, rights holders, and production companies in navigating the evolving legal landscape of music use in media and entertainment.

Genevieve also has a robust practice advising clients on the deployment of artificial intelligence and machine learning technologies, with a focus on the media, advertising, and entertainment sectors. Her work includes drafting and negotiating training data and content licensing agreements, evaluating legal risk and developing mitigation strategies, and advising on regulatory and IP issues relating to AI/ML technologies.

Genevieve previously served as in-house counsel at the nation's largest independent film and television distribution company. Her in-house experience has given her a strong appreciation for practical, business-minded legal advice, and a focus on delivering clear, actionable solutions aligned with her clients' strategic goals.

Specific areas of expertise include:

- Music licensing
- Artificial intelligence and machine learning technologies
- Domestic and international distribution of film and television content

- Podcast development and distribution
- Marketing, advertising, sponsorships and endorsements
- Content licensing for digital, linear, and emerging media platforms
- Brand licensing, strategic brand alliances, and joint ventures
- Software and technology transactions
- Privacy policies and terms of use for digital platforms
- Sweepstakes, contests, and promotional compliance

Honors

Legal Impact Report, *Variety*, 2025

500 X – The Next Generation, *Lawdragon*, 2023-2025

Hollywood's New Leaders, *Variety*, 2022

Best Lawyers: Ones to Watch, *Best Lawyers*, 2023-2025

Recommended Lawyer - Media and Entertainment, *Legal 500*, 2022

Experience

Served as in-house counsel for Cinedigm Entertainment Corp., where she advised on film and television content acquisition and distribution.

Articles

Covering Your Ads Blog Posts

- "Proposed Federal Legislation Seeks to Ban Targeted Advertising," January 28, 2022
- "Florida Expands Telemarketing Laws," July 20, 2021
- "'Deepfake' Technology: Very Real Marketing Value ... and Risks," May 1, 2020
- "Coronavirus: Are Spectator Bans the Worst Case Scenario for Brand Sponsors?," March 6, 2020
- "#Transparency: California's Social Media DISCLOSE Act," September 18, 2018
- "Dish Network to Dish Out \$341M for TCPA Violations," June 30, 2017

Privacy Law Blog Posts

- "Texas Breach Notification Law Amended, Changes Effective September 1, 2021," June 28, 2021

Speaking Engagements

Moderator, "Hot Topics in Esports Advertising from Both Sides: Brands and Esports Organizations," 2022 ANA Masters of Marketing Law Conference, November 8, 2022

Events

3rd Annual Ad Law Symposium
Webinar, 05.16.2023

Masters of Advertising Law Conference - Hot Topics in Esports Advertising from Both Sides: Brands and Esports Organizations
November 8 - 10, 2022

Memberships

Member, Entertainment, Arts and Sports Law Section, New York State Bar Association
Member, Intellectual Property Law Section, New York State Bar Association
Member, New York Women in Film and Television

Podcasts & Webinars

Third Annual Ad Law Symposium
05.16.2023

Practices

Entertainment, Technology and Advertising
Privacy and Cybersecurity
Technology Transactions
Telephone Consumer Protection Act (TCPA)

Industries

Artificial Intelligence
Entertainment, Technology and Advertising
Esports & Games
Music

Education

J.D., Brooklyn Law School, 2011
B.S., St. Peter's University, 2008

Admissions

New Jersey

New York