



→ Jeffrey D. Watkins

Special Counsel
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Jeffrey D. Watkins is special counsel in the Entertainment, Technology and Advertising Practice Group in the firm's Century City office.

Areas of Practice

Jeffrey's practice focuses on transactional matters, including the development, production, and licensing of motion pictures and scripted and unscripted television projects. He works with studios, independent producers, and distributors (including Amazon Studios, The Walt Disney Company and Hemisphere Media Group).

Prior to joining Sheppard Mullin, Jeffrey worked as counsel at Viacom Media Networks, where he handled business and legal affairs for live action and animated scripted television projects. Jeffrey worked across multiple networks, including MTV, Paramount Network, Spike, TV Land, and CMT. His work focused on rights acquisition, above-the-line talent, writer, producer, and content licensing agreements, as well as all related production matters.

Jeffrey received his law degree from the University of Southern California Gould School of Law and focused his studies on entertainment. During law school, Jeffrey interned at Universal Music Publishing Group, Sheppard Mullin Richter & Hampton LLP, and Miramax Films.

Honors

Top Entertainment Attorney, *Variety's* Legal Impact Report, 2023

Best Lawyers: Ones to Watch, *Best Lawyers*, 2023-2026

Top Entertainment Attorney, *Variety's Up Next*, 2022

Practices

Entertainment, Technology and Advertising

Industries

Entertainment, Technology and Advertising

Education

J.D., University of Southern California, 2014

B.S., University of Southern California, 2009

Admissions

California