



→ Joseph A. Ireland

Associate

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Joe Ireland is a senior associate in the Entertainment, Technology and Advertising Practice Group residing in the firm's Century City office.

Areas of Practice

Joe draws on his broad-based experience to advise studios, brands, technology companies, financiers, advertising agencies and other entertainment and media companies in transactions spanning the industry.

Recognized by *Variety* as an "Up Next" dealmaker, Joe takes a solution-oriented approach to maximizing results for his clients in all aspects of the acquisition, development, financing, production, licensing and distribution of entertainment and branded content. He regularly counsels his film, television and digital media clients in connection with rights acquisitions, overall and first look agreements, distribution and licensing deals and domestic and international co-productions. His media finance experience includes single project loans, slate financings, co-financings and tax incentive-financings for institutional lenders, private financiers and production companies.

Joe also has significant experience representing global brands, networks and top advertising and media agencies in connection with sponsorship, naming rights, sports marketing, branded content and integration deals. He has negotiated high-profile sponsorship and naming rights deals with sports teams and iconic stadiums and venues throughout the United States. He has also handled a wide array of celebrity endorsement and collaboration deals, including complex licensing arrangements and innovative investment and equity-for-endorsement deals for the launch of celebrity-branded products and companies. Joe is also experienced in negotiating various media sales, agency-client, custom content, influencer, talent and production agreements.

Combining his industry knowledge and prior experience in the corporate group of a premiere global law firm, Joe also provides strategic guidance to companies in connection with investments, joint ventures, mergers and acquisitions involving entertainment and media companies, celebrity-driven brands, content libraries and music catalogues.

Joe earned his J.D. from New York University School of Law, where served as an Executive Editor of the *New York University Law Review*. He received his M.F.A. in creative writing from the University of Oregon.

In his spare time, Joe enjoys exploring the world with his family, cycling in the San Gabriel Mountains and watching as many movies as possible.

Honors

Dealmakers Impact Report, *Variety*, 2024

Dealmakers Impact Report, *Variety's Up Next*, 2022

Articles

Art Law Blog Posts

- "Supreme Court Finds Warhol's Commercial Licensing of "Orange Prince" to Vanity Fair Is Not Fair Use and Infringes Goldsmith's Famed Rock Photo," May 26, 2023

Entertainment Law Blog Posts

- "Redrawing the NIL Playbook: Key Legal Takeaways from *MLB Players Inc. v. DraftKings and Bet365*," April 10, 2025
- "California's New Price Transparency Law May Reshape Pricing Practices in Broad Range of Industries," July 1, 2024

Practices

Entertainment, Technology and Advertising

Industries

Entertainment, Technology and Advertising

Education

J.D., New York University, 2016, Executive Editor, *New York University Law Review*

M.F.A., University of Oregon, 2011

B.A., Hunter College, 2009, *summa cum laude*, *Phi Beta Kappa*

Clerkships

Judicial extern to the Honorable Sidney H. Stein of the United States District Court for the Southern District of New York.

Admissions

California