



→ Justin A. Reid

Associate

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Justin Reid is an associate in the Entertainment, Technology and Advertising Practice Group in the firm's Century City office.

Areas of Practice

Justin specializes in all facets of entertainment transactional law, with a focus on structuring, drafting, and negotiating agreements for the development, financing, production, licensing, and distribution of television, film, and digital media projects. His practice extends globally, advising studios, media companies, content creators, and independent producers on production, exploitation, and distribution while preserving the creative integrity of projects. Justin also offers expertise in film financing for independent feature films across international markets and counsels on matters related to social media influencers, endorsements, and sponsorships on behalf of major global platforms.

Prior to joining Sheppard Mullin, Justin spent more than eight years in-house as business and legal affairs counsel for leading production companies and studios, including Boat Rocker Studios, VICE Studios, and All3Media America. He played a key role in negotiating talent agreements, license and acquisition deals, and serving as production counsel for high-profile projects like *American Rust* (Amazon), *Undercover Boss* (CBS), *Dark Side of the Ring* (VICE TV), *Chrisley Knows Best* (USA Network) and *Eli Roth's History of Horror* (AMC). Beyond U.S. productions, Justin has substantial experience navigating the complex legal landscape for cross-border productions in Canada and the U.K.

Justin earned his law degree from California Western School of Law, where he concentrated on entertainment law and served as President of the Entertainment and Sports Law Society. Outside of work, Justin enjoys golfing, exploring new travel destinations, and spending time with his wife (Candice), son (Grayson), and their two dogs (Kailo and Ollie).

Practices

Entertainment, Technology and Advertising

Industries

Entertainment, Technology and Advertising

Education

J.D., California Western School of Law

B.A., University of Central Florida

Admissions

California