



→ Keith Kelly

Associate

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

Areas of Practice

Keith specializes in entertainment law, covering all aspects of global transactions including rights procurement, development, production, licensing, and distribution of movies, documentaries, scripted and unscripted television, and original sports programming. He also advises studios and media firms on music, concert bookings, sponsorships, and live events.

Keith has significant expertise in cross-border dealings and copyright matters, particularly in China and Latin America. He regularly advises clients on intricate copyright issues in rights acquisitions, M&A, catalog sales, chain of title, and copyright termination. He also guides entertainment and technology companies on projects involving generative artificial intelligence and other machine learning technologies.

Additionally, Keith serves as legal counsel to Meta on global initiatives involving athletes, AI, celebrities, musicians, and concert sponsorships.

Professional Background

Before practicing law, Keith was a co-founder of a marketing agency in New York in which capacity he advised musicians, record labels, film and television producers, and technology companies in the creation and execution of global marketing campaigns. He was also active within the independent music industry as a DJ, talent manager, and radio program director.

Keith developed a passion for the Chinese entertainment industry while studying Chinese law at Peking University in Beijing, China, during which period he also worked on cross-border entertainment and intellectual property matters at Sheppard Mullin and at a prominent Chinese law firm.

In his free time, Keith enjoys attending concerts, exploring restaurants, and cheering on the Kansas City Chiefs.

Honors

Southern California Rising Star, *Super Lawyers*, 2023-2025

Top Entertainment Attorney, *Variety's* Legal Impact Report, 2023 and 2025

Experience

Representative Experience

- Represented Amazon in connection with its acquisition of MGM.
- Advised Group Artémis in its acquisition of a majority stake in Creative Artists Agency.
- Represents Amazon MGM Studios in all areas of its sports-related projects.
- Represents MGM in the development and production of scripted television programming.
- Advises Meta in connection with its sponsorships of live events, the creation and exploitation content, co-branding and marketing deals, and Meta AI initiatives.
- Represents WhatsApp in its global partnerships with athletes, sports teams, streaming platforms, and influencers.
- Represents the U.S. subsidiary of a predominant Chinese media company in connection with a multi-year output deal with a major U.S. studio.
- Advises a leading technology and consumer audio products manufacturer with various music copyright issues.
- Guides Chinese producers in the development, production, and exploitation of vertical dramas.
- Counsel to TelevisaUnivision in connection with numerous motion picture and television projects in connection with its SVOD platform ViX+ including a first look with Salma Hayek's Ventanarosa Productions.
- Represents Argentinian musician Paulo Londra in connection with producer agreements, guest artist agreements, and remix agreements.
- Represents Amazon MGM Studios in connection with its slate of scripted and unscripted productions.
- Negotiated on behalf of Amazon MGM Studios in connection with its exploitation of numerous concerts and music specials, including Kanye West's *Free Larry Hoover* benefit concert alongside Drake at the Los Angeles Coliseum, The Weeknd's *The Dawn FM Experience*, Tyler the Creator's *Call Me If You Get Lost* tour, and Kendrick Lamar's *The Big Steppers Tour* in Paris, France.
- Negotiated the production services agreements for the *LOL: Last One Laughing* format on behalf of Amazon MGM Studios for productions throughout the world, including in Argentina, Australia, Canada, Colombia, and Mexico.
- Negotiated the production services agreement for the Amazon Prime Day Show featuring performances by Billie Eilish, H.E.R., and Kid Cudi.
- Counseled Universal Pictures in connection with theatrical director, writer, producer, and rights agreements.
- Advises Amazon MGM Studios in connection with its acquisition of feature films, including Lena Dunham's *Catherine, Called Birdy* and the British musical entitled *Everybody's Talking About Jamie*.
- Production counsel to Amazon MGM Studios in connection with *Don't Make Me Go* (John Cho, Mia Isaac, and Kaya Scodelario), and *The Lord of the Rings: The Rings of Power*.
- Counsel to The Los Angeles Opera.
- Counsel to KCRW.

- Pro Bono counsel to California Lawyers for the Arts.

Articles

"Friday Night Laws: A Primer on the Sports Broadcasting Act of 1961," *Entertainment Law Blog*, 09.2025

"NIL and Sports Representation: The New Wild West," *Entertainment Law Blog*, 07.2025

"From Soft Caps to Hard Lines: How the NBA's Latest CBA Reshapes Spending and Teambuilding Strategy," *Entertainment Law Blog*, 07.2025

"Keep California Rolling: New Bills Poised to Revitalize Production (in Hollywood)," *Entertainment Law Blog*, 03.2025

"Computer Love: Beijing Court Finds AI-Generated Image is Copyrightable in Split with United States," *AI Law and Policy*, 12.2023

"Chinese Film Laws: An Unintended Driver of Intellectual Property Infringement," *ABA's Entertainment and Sports Lawyer*, 05.2019

Speaking Engagements

Moderator, "The Inside Football of Sports in New Media," *Beverly Hills Bar Association*, 8.2025

Moderator, "How AI is Reshaping the Entertainment Industry: An Insider View from the US and China," *Beverly Hills Bar Association*, 10.2024

Moderator, "What You Need to Know About Entertainment Law in Asia," *Beverly Hills Bar Association*, 07.2024

Presenter, "Copyright Issues & the U.S. Entertainment Industry's Response in the Era of Generative AI," *Beijing Culture and Entertainment Law Society's Annual Rule of Law Forum*, 03.2024

Moderator, "What You Need To Know About Film/TV Production In Mexico," *Beverly Hills Bar Association*, 12.2023

Memberships

Executive Committee, Beverly Hills Bar Association's Entertainment Law Section

Audiovisual Committee, The Copyright Society

Syllabus Committee, USC's Institute on Entertainment Law and Business

Practices

China

Copyrights

Entertainment, Technology and Advertising

Intellectual Property

International Reach

Japan

Latin America

Práctica Latinoamericana

Industries

Entertainment, Technology and Advertising

Advertising

Art

Artificial Intelligence

Music

Sports

Education

J.D., University of Missouri, Kansas City, 2018, *cum laude*; *UMKC Law Review*

B.A., University of Missouri, Columbia, 2007

Clerkships

Judicial Extern for the Honorable Fernando J. Gaitan, Jr. of the U.S. District Court for the Western District of Missouri

Law Clerk, United States Attorney's Office

Admissions

California

Additional Office

Shanghai