



→ Michael Guggenheim

Associate

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Michael Guggenheim is an associate in the Entertainment, Technology and Advertising Practice Group in the firm's Century City office. Michael represents media and technology companies, as well as individuals, on a variety of transactional matters related to intellectual property and entertainment, including in the fields of digital media, film and television, sports and technology.

Michael is known for his client-oriented and solution-based practice. His expertise includes drafting and negotiating development and production agreements, sports marketing agreements, as well as rights licensing and acquisition agreements. Michael frequently advises Amazon Studios, Meta and Wondery. Michael has also completed secondments both with Amazon Studios' unscripted team, as well as separately with Meta's Commercial Partnerships Legal team. While at Amazon, Michael worked closely with Amazon's Business Affairs and Creative executives, managing a slate of projects from pre-production through principal photography and post-production. During his secondment with Meta, Michael assisted on an array of matters, including deals related to technology and IP licensing, artificial intelligence, sports marketing, and talent and brand influencers.

In addition to his professional work, Michael is actively involved in the legal community. He has served on the Emerging Leaders Board for the Association of Media and Entertainment Counsel and is a member of the Beverly Hills Bar Association.

Michael obtained his law degree from Loyola Law School, where he received *Cum Laude* honors and served as President of the Entertainment and Sports Law Society. Loyola Law School also selected Michael to be inducted into its chapter of Order of the Coif. During law school, Michael interned for Universal Parks and Resorts and Sheppard Mullin Richter & Hampton LLP.

Outside of the office, Michael can typically be found either snowboarding, scuba diving, catching a concert or rooting for his beloved Dallas Cowboys.

Practices

Entertainment, Technology and Advertising

Industries

Entertainment, Technology and Advertising

Sports

Education

J.D., Loyola Law School, 2021, *Cum Laude*, *Order of the Coif*

B.A., Santa Clara University, 2018

Admissions

California