



→ Segun Aluko

Associate

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Segun Aluko is an associate in the Entertainment, Technology and Advertising and the Corporate Practice Groups in Sheppard Mullin's Century City office.

Areas of Practice

Segun's practice focuses on providing legal counsel to clients across the value chain of the entertainment industry covering development, production, distribution and other forms of exploitation of audiovisual content. He advises studios, production companies, independent producers, and digital content creators in all aspects of the creation and exploitation of motion pictures, documentaries, television series, podcasts, and animated projects. He also counsels the firm's entertainment and technology clients on corporate matters related to mergers and acquisitions, joint ventures, venture capital, private equity, and corporate finance.

Segun regularly advises companies like Amazon Studios, Disney Television Animation, Nickelodeon Animation Studios, Sun Distribution, Komixx Entertainment, Skydance Sports, Campanario, and Yellow Films on development, rights acquisition, production services, and overall and first look agreements, licensing and distribution agreements, and other entertainment matters. He's also advised celebrities like Troy Aikman, Jared Leto, and Erin Andrews on brand partnership, endorsement, and venture capital deals as well as venture funds on equity financing deals. He also regularly counsels Toyota Motor Sales U.S.A., Inc. on technology agreements in connection with its telematics platforms.

Prior to joining Sheppard Mullin, Segun was a Business Affairs Executive at William Morris Endeavor where he collaborated with and counseled literary and talent agents on film, television, podcasts, and digital media deals. Segun started his legal career as an associate at the prestigious Nigerian full service law firm – Aluko & Oyebode – where he represented clients on corporate matters related to mergers and acquisitions, project finance, and general commercial transactions as well as commercial arbitration and litigation.

Segun received his LL.B. (Bachelor of Laws) from Obafemi Awolowo University, Ile-Ife, Nigeria, LL.M. (Master of Laws with Entertainment, Media, and Intellectual Property Certificate) from USC Gould School of Law, and M.B.A. (Master of Business Administration with specialization in Finance and Entrepreneurship) from UCLA Anderson School of Management.

Segun is also a licensed attorney in Nigeria and a public speaker at events that provide capacity building for artists, talent, and independent producers in the entertainment industry. Segun was recently named to Variety magazine's Hollywood's New Leader Class of 2022.

Honors

Legal Impact Report, *Variety*, 2025

President's Award, John M. Langston Bar Association of Los Angeles, 2025

Hollywood's New Leaders, *Variety*, 2022

Articles

Entertainment Law Blog Posts

- "Nollywood Needs Co-Production Treaties to Move to the Next Level," August 6, 2021

Speaking Engagements

Panelist, "The New Wave – African Entertainment, The New Currency" and "The Legalities of The Entertainment Industry," Entertainment Week Lagos, December 12 - 15, 2022

Panelist, "From Real Life to Real Housewives," BESLA, September 30 - December 4, 2022

Panelist, "NFTs and the Intersection of Sports, Entertainment & Digital Assets," 41st BESLA Annual Conference, November 4, 2021

Events

The Business Case for Black Stories in Media and Entertainment: Exploring Dealmaking, Tax Incentives, and Co-Production Treaties
Webinar, 02.24.2022

2021 ANA/BAA Marketing Law Conference
Celebrity Services For Equity
San Diego, CA and Virtual, 11.17.2021

Podcasts & Webinars

The Business Case for Black Stories in Media and Entertainment: Exploring Dealmaking, Tax Incentives, and Co-Production Treaties
02.24.2022

Practices

Corporate

Emerging Company & Venture Capital

Entertainment, Technology and Advertising

Joint Ventures and Strategic Alliances

Mergers and Acquisitions

Private Equity

Technology Transactions

Industries

Advertising

Artificial Intelligence

Emerging Company & Venture Capital

Entertainment, Technology and Advertising

Private Equity

Sports

Education

M.B.A., University of California, Los Angeles, 2019

LL.M., University of Southern California, 2012

B.L., Nigerian Law School, Lagos, 2009

LL.B., Obafemi Awolowo University, 2008

Admissions

California

Nigeria

Languages

French

West African Pidgin English

Yoruba