



→ Serene W. Ateek

Associate
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Serene Ateek is an associate in the Entertainment, Technology and Advertising Practice Group in the firm's Dallas office.

Areas of Practice

Her practice focuses on transactional entertainment and advertising matters that are routine, complex, and novel, including content licensing, rights acquisitions, and endorsement, sponsorship and branded content deals. She works with advertising agencies, brands, studios, production companies, and celebrity talent.

Prior to joining Sheppard Mullin, Serene practiced corporate law at another major law firm, focusing on mergers and acquisitions, private equity transactions, joint ventures, outside counsel representation, start-up counseling, and other general corporate matters.

Regardless of the subject matter, Serene is focused on providing high-quality, practical solutions to transactional concerns in an efficient manner. She distills and communicates legal concepts to her clients in a way that educates and empowers them to understand the protections and risks that live within each agreement before they sign.

Serene speaks fluent Arabic and currently serves on the Board of Genesis Young Leaders to help stop domestic violence in the Dallas community.

Serene earned her J.D. from the University of Texas School of Law. During law school, she served as Staff Editor for the Texas Journal for Civil Liberties and Civil Rights, interned at The Center for Women in Law, and clerked for The Honorable David Evans at the Court of Appeals for the Fifth District of Texas.

Honors

Texas Rising Star, *Super Lawyers*, 2023-2025

Articles

- Co-Author, "Avoiding Fashion Faux Pas: Factors to Consider When Drafting Agreements for Fashion Companies," January 2022
- Co-Author, "Cancel Culture and the Endless Stream of Subscriptions: A Discussion of Automatic Renewal Laws," October 2021

Entertainment Law Blog Posts

- "Eighth Circuit Says Not So Fast to FTC's 'Click to Cancel' Rule," August 27, 2025
- "Texas Rolls Camera on \$1.5 Billion Film Incentive Law," July 16, 2025
- "Alright, Alright, A Write-Off: Matthew McConaughey's Push for Texas Film Tax Incentives," March 21, 2025
- "Renewal Revolution: Compliance With FTC's 'Click to Cancel' Rule," December 2, 2024
- "Lights, Camera, Tax Breaks: California's Updated Film Incentives," September 19, 2024

Speaking Engagements

Speaker, "Attorney Ask Me Anything Tabling Event," UNT Dallas College of Law, November 2025

Speaker, "Texas Talks," University of Texas School of Law, November 2025

Speaker, "How to Succeed as an Experienced Professional," UNT Dallas College of Law, February 2025

Speaker, "Go-Getting: Putting You in the Driver's Seat for Professional Success," Tom Melsheimer, Dallas Bar Association, May 2024

Speaker, "Hey, That's Mine! & Other Copyright Considerations," Journey Forward Mentoring's Student Symposium, November 2023

Speaker, "AI Art: Is It the Future, Infringement, or Even Art At All," Dallas Bar Association Entertainment, Arts, and Sports Law Section, March 2023

Moderator, "Put Me In Coach! A Discussion of Eligibility for High School, College, and Olympic Athletes," Dallas Bar Association Entertainment, Arts, and Sports Law Section, August 2022

Speaker, Educate and Empower Entrepreneurs (E³) Workshop, Presented "Attorneys and Why You Shouldn't be Scared of Them" and "Know Before You Sign: How to Read a Contract," January 2022

Speaker, "Fashion Faux Pas: Legal Pitfalls for Fashion Companies to Avoid," Presented by the Entertainment & Sports Law Section of the Austin Bar Association (ESLABA) and the Texas Chapter of the Copyright Society of the USA, July 2021

Memberships

Co-Chair, Dallas Bar Association - Entertainment, Arts, and Sports Law Section

Committee Member, Texas Law Dallas Young Alumni Steering Committee

Board Member, Genesis Young Leaders

Practices

Entertainment, Technology and Advertising

Industries

Entertainment, Technology and Advertising

Education

J.D., University of Texas, 2017

B.A., University of Texas, 2013, *magna cum laude*, Dean's List, Distinguished College Scholar. Ranked in the top 4% of the College of Liberal Arts

Admissions

Texas