

2021 ANA/BAA Marketing Law Conference

Celebrity Services For Equity

San Diego, CA and Virtual

11.17.2021 | 10:25am - 11:15am PT

Most celebrities from every field (whether it be music, sports, or film) want to be an entrepreneur. While highly compensated endorsement deals have not gone away, many celebrities look for opportunities to bolster their portfolio of brand partnerships with a potential “homerun” by taking a smaller upfront fee in exchange for equity in the company. Our panel will discuss the complex business and legal issues for the talent and the company presented by the structure of these arrangements. **Moderator: Robert Darwell**

Partner

Sheppard, Mullin, Richter & Hampton LLP

Segun Aluko

Associate

Sheppard, Mullin, Richter & Hampton LLP

Meg Wilson

Special Counsel

Sheppard, Mullin, Richter & Hampton LLP

- [Click here to go to registration.](#)

Attorneys

Segun Aluko

Meg E.G. Wilson

Practice Areas

Advertising

Entertainment, Technology and Advertising

Industries

Advertising

Entertainment, Technology and Advertising