CARLTON FIELDS

Media, Entertainment, and Sports

Carlton Fields helps media, entertainment, and sports clients finance projects, negotiate commercial agreements, protect intellectual property, and resolve disputes. We represent companies, creators, athletes, teams, leagues, investors, and the businesses that bring content and live experiences to market. Our work focuses on the rights and relationships that drive value for these clients.

Our attorneys combine intellectual property, corporate, finance, tax, real estate, employment, and litigation capabilities. We coordinate advice across these disciplines to address the business and legal needs of productions, platforms, franchises, and venues, from formation and financing through operations and sale.

Film, Television, Music, and Publishing

We advise authors, publishers, songwriters, recording artists, producers, record labels, filmmakers, and distributors on the acquisition, development, financing, production, licensing, and distribution of creative works. We negotiate recording, publishing, talent, and distribution agreements; address copyright ownership and clearance; and advise on adaptations and the use of works across media. We also handle investment and rights agreements for theatrical productions.

Sports, Sponsorships, and Venues

We handle team and franchise acquisitions and sales, league and entity structuring, and financing for teams, events, and stadiums. We negotiate sponsorship, naming rights, endorsement, merchandising, and appearance agreements, as well as name, image, and likeness licenses. We also advise on tax planning, governance, and the development, construction, management, and use of sports facilities.

Gaming, Digital Media, and Distribution

We represent developers, publishers, platforms, and other digital businesses in transactions involving interactive games, mobile applications, streaming, and digital distribution. We negotiate development, publishing, content acquisition, licensing, and advertising agreements and advise on related intellectual property, data use, and privacy issues. We also counsel clients on ownership, licensing, and infringement risks involving AI-generated content and the use of content to train AI systems.

Media Law and Disputes

We advise on prepublication clearance, defamation, privacy, publicity rights, and First Amendment issues. We represent publishers, journalists, broadcasters, content owners, and other industry participants in copyright and contract disputes, public-records litigation, and matters involving the reporter's privilege. Our practice also includes commercial litigation, arbitration, and labor matters, including collective bargaining.

Experience

Represented a company in a multimillion-dollar naming rights agreement for an NHL hockey and entertainment arena.

Represented NFL team owners in stadium financing.

Defended a movie studio and writers against a copyright infringement claim.

Represented production companies, filmmakers, artists, directors, and producers in television and feature film transactions.

Represented financial publishing and documentary film clients in First Amendment cases involving the reporter's privilege.