



Gina Reif Ilardi

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PRACTICE AREAS

- Entertainment, Media and Technology
- Intellectual Property

INDUSTRIES

- Advertising
- Fashion, Apparel and Beauty
- Sports

OVERVIEW

Gina Reif Ilardi is an associate in the Entertainment, Media and Technology Practice Group in the Firm's New York and Century City offices.

Areas of Practice

Ms Ilardi's practice includes the representation of studios, writers and independent production companies in various aspects of motion picture and television development, production, finance, distribution, advertising and promotions. She advises clients on feature film distribution agreements, joint development agreements, television series development agreements, first-look agreements, rights acquisition agreements and options, book publishing, merchandising and other licensing agreements. Her expertise also includes reviewing chain of title, acting as production counsel and performing diligence on television, motion picture and other intellectual property libraries in connection with mergers and acquisitions in the entertainment industry.

In addition, Ms. Ilardi counsels major brands, prominent website operators, cable, broadcast and OOH networks and advertising and marketing agencies. Her practice includes sports marketing, entertainment marketing, interactive marketing, e-commerce and branded entertainment, preparing endorsement agreements and sponsorship agreements, implementing and avoiding ambush marketing campaigns, preparing and negotiating joint promotion alliances, analyzing and licensing copyright, trademark, publicity and other intellectual property rights, reviewing and clearing long-form and short-form advertising copy in all media, structuring user-generated and professionally-produced content distribution and monetization initiatives, complying with privacy concerns, preparing advertising agency and media agreements, and advising clients in complying with state and federal anti-lottery and anti-gambling regulations governing some of the highest profile on-line and off-line contest and sweepstakes promotions in the country. In representing clients in their online initiatives, Ms. Ilardi advises on issues arising under the various guild agreements, prepares content licensing agreements, website development agreements and online privacy policies and terms of use policies and counsels clients on compliance with federal CDA and DMCA anti-circumvention and safe-harbour provisions and state and federal legislation that affects e-mail marketing and online data collection such as CAN SPAM and COPPA.

EDUCATION

- J.D., Fordham University School of Law, 2005, Interschool Editor, *Fordham Moot Court Board*
- B.A., New York University, 2002, *cum laude*

CLERKSHIPS

- Interned for the Honorable Loretta A. Preska, U.S. District Court for the Southern District of New York

ADMISSIONS

- New York
- Connecticut
- U.S. District Courts for the Southern and Eastern Districts of New York

MEMBERSHIPS

- Member, New York City Bar Entertainment Law Committee

ARTICLES

- Who's Right On Privacy?, *The Metropolitan Corporate Counsel*, September 2011
- The Athlete Endorsement Game, *Sports Litigation Alert*, April 24, 2009
- Citi Field: What's In A Name?, *Sports Litigation Alert*, February 13, 2009
- Recapturing Ownership Through Copyright Terminations, *New York Law Journal*, October 14, 2008
- When Copyright and Trademark Infringement Goes Online, *New York Law Journal*, October 29, 2007

"When is a Tort Complete? Courts Address Whether Plaintiffs Can Assert Claims Without Injury," *law.com*, April 4, 2007 (co-author)

"Beryllium Sensitization (Without More) Not A Disease Or Cognizable Tort Injury," *Mealy's Emerging Toxic Torts*, September 2006 (co-author)

Ad Briefs Law Blog Articles

- "Will The Revised "Green Guides" Do More Harm Than Good?," October 14, 2010