



## → Genevieve Perez

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Genevieve Perez is an associate in the Entertainment and Digital Media Practice Group in the firm's New York office. She is the lead associate of the Advertising Team.

### Areas of Practice

Genevieve's practice focuses on transactional matters in the entertainment, technology, media, fashion and advertising fields. Specific areas of expertise include:

- Film and television rights acquisition and financing
- Domestic and international distribution of film and television content
- Content licensing across various platforms and devices, including emerging media platforms
- Brand licensing and apparel distribution
- Strategic brand alliances and joint ventures, as well as marketing, advertising and promotional initiatives
- App development and distribution, software licensing and software-as-a-service (SaaS) arrangements
- Ad serving, distribution and exchange platforms
- Programmatic advertising and data sharing
- Production, communications and event-based creative services
- Website and mobile application privacy policies, terms of use and end user license agreements
- Official rules, terms and conditions and related documentation for sweepstakes, contests and similar promotions

### Experience

Served as in-house counsel for Cinedigm Entertainment Corp., where she advised on film and television content acquisition and distribution.

### Articles

#### Covering Your Ads Blog Posts

- "'Deepfake' Technology: Very Real Marketing Value ... and Risks," May 1, 2020
- "Coronavirus: Are Spectator Bans the Worst Case Scenario for Brand Sponsors?," March 6, 2020

- "#Transparency: California's Social Media DISCLOSE Act," September 18, 2018
- "Dish Network to Dish Out \$341M for TCPA Violations," June 30, 2017

## Memberships

Member, Entertainment, Arts and Sports Law Section, New York State Bar Association

Member, Intellectual Property Law Section, New York State Bar Association

Member, New York Women in Film and Television

## Practices

Entertainment and Digital Media

Privacy and Cybersecurity

Technology Transactions

Telephone Consumer Protection Act (TCPA)

## Industries

Esports & Games

## Education

J.D., Brooklyn Law School, 2011

B.S., St. Peter's University, 2008

## Admissions

New Jersey

New York