



→ Alexis Robinson

Partner
30 Rockefeller Plaza
New York, NY 10112

T: +1.212.653.8178
F: +1.917.438.6170
ARobinson@sheppardmullin.com

Alexis Robinson is a partner in the Entertainment and Digital Media Practice Group in the firm's New York office.

Areas of Practice

Alexis, a former in-house counsel at several multinational corporations, provides legal and strategic counsel in connection with a broad range of transactional matters involving the convergence of technology, entertainment, music, fashion, e-commerce, advertising and content licensing. She counsels clients in connection with complex commercial transactions across a variety disciplines, with an emphasis in negotiating deals involving digital content and music licensing, distribution and rights acquisition, mobile app development and distribution, software-as-a-service (SaaS) arrangements, fintech, IoT technology, data privacy and information security, esports licensing, endorsements and sponsorships, online gaming development and brand licensing and apparel distribution. Ms. Robinson also advises clients on the use of electronic communication and social media, social media platform compliance, execution of e-mail marketing campaigns, text message campaigns and online information collection programs in compliance with CAN-SPAM, General Data Protection Regulation (GDPR) and The California Consumer Privacy Act (CCPA), and compliance with Federal Trade Commission guidelines for advertising and marketing to consumers.

Honors

Dealmakers Impact Report, *Variety*, 2021-2022

Legal Impact Report, *Variety*, 2021

Recommended Lawyer - Media and Entertainment, *Legal 500*, 2022

Recommended Lawyer - Technology Transactions, *Legal 500*, 2022

Events

U.S. Mexico Fashion Industry: Dressing Up with Innovation & Evolution in North America

Join Sheppard Mullin and The United States - Mexico Chamber of Commerce for the U.S. - Mexico Fashion Industry Commerce Conference

Sheppard Mullin New York, 02.27.2020

Practices

Entertainment, Technology and Advertising

Intellectual Property

Technology Transactions

Corporate

Privacy and Cybersecurity

Industries

Advertising

Esports & Games

Hospitality

Music

Education

J.D., Benjamin N. Cardozo School of Law, Intellectual Property Concentration, 2008

B.A., University of Delaware, 2005

Admissions

New York