



→ Marc Hershberg

Associate

30 Rockefeller Plaza
New York, NY 10112

T: +1.212.896.0612

F: +1.917.438.6224

mherberg@sheppardmullin.com

Marc Hershberg is an associate in the Entertainment, Technology and Advertising Practice Group in the firm's New York office.

Areas of Practice

Marc provides strategic business and legal advice to large and small studios, networks, distributors, producers, publishers, rights-holders, financiers, brands, talent, content creators and other clients in connection with a wide variety of transactional entertainment matters. He counsels clients in all stages of production from development through distribution, and he has extensive experience negotiating and drafting complex contracts for individuals and companies in the television, film, theatre, podcast, publishing, fashion, video game and music industries. His experience includes handling option-purchase agreements and other rights acquisition agreements, license agreements, shopping agreements, attachment agreements, co-production agreements, production services agreements, first look agreements, above-the-line agreements (including executive producer agreements, director agreements, writer agreements and actor agreements), advertising and promotion agreements, certificates of authorship, certificates of results and proceeds and certificates of engagement, casting director agreements, crew deal memoranda, location agreements, vendor agreements, composer agreements, sales agency agreements, distribution agreements, collection account management agreements, front-money agreements, loan and security agreements and other financing agreements, collection account management agreements, publishing agreements, theater license agreements, branded content agreements, representation agreements, ancillary rights agreements, e-commerce agreements, copyright and trademark licenses and assignments, asset purchase sale agreements, corporation bylaws, conflict of interest policies, limited liability company operating agreements, joint venture agreements, non-disclosure agreements and various releases. Marc also regularly advises clients in connection with issues related to labor unions and guilds, clearance, fair use and chain of title.

Thomson Reuters' *Super Lawyers* magazine recognized Marc as top-rated entertainment and sports attorney and a "Rising Star" in 2020, 2021 and 2022. In 2022, he was also named as a "Key Lawyer" in the Media and Entertainment: Transactional field in *The Legal 500*, and, in 2023, he was featured on *Best Lawyers'* "Ones to Watch" list.

Prior to joining Sheppard Mullin, Marc worked at a boutique entertainment law firm, the international law firm Skadden, Arps, Slate, Meagher & Flom LLP, and the U.S. Securities and Exchange Commission.

In addition to his legal practice, Marc writes a popular column for *Forbes* about the entertainment industry, and he is a producer of the Broadway musical *Juliet* at the Stephen Sondheim Theatre. He was also appointed by New York City Council Member Keith Powers to serve on Community Board 5, where he addresses important

issues relating to landmark preservation, public education, city services, and municipal budget allocations in Midtown Manhattan.

Honors

Best Lawyers: Ones to Watch, *Best Lawyers*, 2023

New York Rising Star, *Super Lawyers*, 2020-2022

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

Memberships

New York State Bar Association, Entertainment and Sports Law Section (Motion Pictures, Theatre and Performing Arts, and Television and Radio Committees)

Practices

Entertainment, Technology and Advertising

Industries

Entertainment, Technology and Advertising

Esports & Games

Hospitality

Music

Retail, Fashion & Beauty

Sports

Education

J.D., The University of Chicago Law School, 2017

B.S., Cornell University, 2014, *honors*

Admissions

New York