



## → Segun Aluko

### Associate

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Segun Aluko is an associate in the Entertainment, Technology and Advertising Practice Group in the firm's Century City office.

### Areas of Practice

Segun's practice focuses on transactional entertainment matters, including rights acquisitions, development, first look and overall deals, production, talent deals (i.e., actors, writers, directors and producers) and guild related matters, financing, licensing, and distribution for motion pictures as well as scripted and unscripted television productions. He advises studios, production companies, independent producers, and digital content creators in all aspects related to the creation and exploitation of motion pictures, documentaries, television series, and animated projects.

Segun also works with the firm's entertainment clients on corporate matters related to mergers and acquisitions, joint ventures, venture capital, private equity, and corporate finance.

Prior to joining Sheppard Mullin, Segun was a Business Affairs Executive at William Morris Endeavor where he collaborated with and counseled literary and talent agents on film, television, podcasts, and digital media deals. Segun started his legal career as an associate at the prestigious Nigerian law firm – Aluko & Oyebode – where he represented clients on corporate matters related to mergers and acquisitions, project finance, and general commercial transactions. Segun also represented clients in intellectual property (including copyright, trademark, and patent registration and portfolio management) and complex commercial litigation and arbitration matters.

Segun received his LL.B. from Obafemi Awolowo University, Ile-Ife, Nigeria and his LL.M. (with Entertainment, Media, and Intellectual Property Certificate) from University of Southern California Law School. Segun also received his M.B.A. (with specializations in Finance and Entrepreneurship) from University of California, Los Angeles Anderson School of Management.

Segun is also a licensed attorney in Nigeria and a public speaker at events that provide capacity building for artists, talent, and independent producers in the entertainment industry.

### Honors

Hollywood's New Leaders, Variety, 2022

## Articles

### Entertainment Law Blog Posts

- "Nollywood Needs Co-Production Treaties to Move to the Next Level," August 6, 2021

## Speaking Engagements

Panelist, "NFTs and the Intersection of Sports, Entertainment & Digital Assets," 41st BESLA Annual Conference, November 4, 2021

## Events

The Business Case for Black Stories in Media and Entertainment: Exploring Dealmaking, Tax Incentives, and Co-Production Treaties  
Webinar, 02.24.2022

2021 ANA/BAA Marketing Law Conference  
Celebrity Services For Equity  
San Diego, CA and Virtual, 11.17.2021

## Podcasts & Webinars

The Business Case for Black Stories in Media and Entertainment: Exploring Dealmaking, Tax Incentives, and Co-Production Treaties  
02.24.2022

## Practices

Capital Markets  
Corporate  
Emerging Company & Venture Capital  
Entertainment, Technology and Advertising  
Joint Ventures and Strategic Alliances  
Mergers and Acquisitions  
Private Equity  
Technology Transactions

## Industries

Advertising  
Emerging Company & Venture Capital  
Entertainment, Technology and Advertising

Private Equity

Sports

## Education

M.B.A., University of California, Los Angeles, 2019

LL.M., University of Southern California, 2012

LL.B., Obafemi Awolowo University, 2008

## Admissions

California

Nigeria