

2021 ANA/BAA Marketing Law Conference

Celebrity Services For Equity

San Diego, CA and Virtual

11.17.2021 | 10:25am - 11:15am PT

Most celebrities from every field (whether it be music, sports, or film) want to be an entrepreneur. While highly compensated endorsement deals have not gone away, many celebrities look for opportunities to bolster their portfolio of brand partnerships with a potential “homerun” by taking a smaller upfront fee in exchange for equity in the company. Our panel will discuss the complex business and legal issues for the talent and the company presented by the structure of these arrangements. **Moderator: Robert Darwell**

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Entertainment, Technology and Advertising

Industries

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