

Andrew Richman

Associate

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Areas of Focus

Intellectual Property + Media | Entertainment and Sports | Advertising + Marketing | Advertising Review, Production and Media | Digital and Social Media Marketing and Advertising | Data, Digital Media and Ad Tech | Marketing and Promotions

Overview

Andrew Richman supports all aspects of entertainment, media, sports, advertising and technology transactions, and provides advice on intellectual property (IP) issues. His creative approaches help clients confidently pursue partnership opportunities that generate innovative campaigns, materials and activations.

With a business-focused approach, Andrew assists advertising and marketing agencies, sports agencies, production companies, esports apps, brands, individual talent and creators in bringing their big ideas to life with minimal risk. Drawing on his in-house counsel experience, he understands the pressures clients face and lessens their workload with practical and efficient legal support.

Andrew provides insight and perspective on issues that arise in talent and influencer deals, sponsorships, productions, agency-client agreements, services agreements, trademark licensing, copyright licensing and cross-platform distributions. Recognizing that many transactions he handles involve partnerships, he seeks to facilitate conversations and negotiations that establish a productive middle ground with opposing parties.

Before he joined Davis+Gilbert, Andrew was in-house counsel in the global marketing division of Endeavor (previously WME|IMG), where he gained experience in advertising, experiential marketing, privacy and data security, influencer and talent deals, FTC compliance and IP matters. While in law school, Andrew pursued his interests in media and advertising through internships at Comedy Central and Excel Sports Management.

Representative Experience

- Assisted a major public packaging company with its transformation to a consumer-focused business by helping it enter the realm of sports sponsorship. Negotiated a 10-year naming rights and sponsorship agreement, which included naming rights for an NBA, NHL and NLL arena, as well as interrelated sports sponsorship deals involving teams and venues in the major American sports leagues and English Premier League.
- Negotiated a multi-year, multimillion dollar talent contract on behalf of an Adweek Global Advertising Agency of the Year and its automotive client with an A-list American actress and filmmaker.
- Integrated into the legal department at one of the most innovative and fastest-growing cosmetic and beauty brands in the world. Advised on the creation of the client's loyalty program and reviewed all advertising and marketing materials to ensure compliance with all applicable laws and regulations.
- Advised the client on the nuances around the new Olympic Rule 40, including helping the client effectively organize its marketing strategies and talent agreements during the Olympic Rule 40 blackout period.
- Negotiated multi-year talent contracts with top NFL and NBA athletes on behalf of an innovative e-sports tournament app to help drive awareness and visibility.

Insights + Events

Event

The PR Council | Davis+Gilbert Entrepreneur Master Class Series | Session 4: Generative AI in Agencies: Balancing Opportunities and Risks
October 23, 2024

Alert

2024 Top 10 Advertising + Marketing Trends: Balancing Risks & Rewards
January 24, 2024

Alert, Emerging Issues

Will the Hot Bot Summer Cool Off This Fall?
October 17, 2023

Event

ANA | Legal Webinar | Avoiding Penalties: Staying Compliant On and Off the Playing Field
September 12, 2023

Getting in the Game of College Athletics, Media and Marketing, Publication

Sports Business Journal | A New Semester of Challenges: College Athletics' Gambling Dilemma
September 11, 2023

Event

Institute for Public Relations | Intellectual Property and Contract Considerations for Public Relations Firms Using Generative AI
June 27, 2023

Publication

The Licensing Journal | Is an NIL Crackdown on the Horizon? NCAA Signals Changes in Enforcement
June 21, 2023

Emerging Issues, Event, Getting in the Game of College Athletics, Media and Marketing, Maintaining Your Competitive Advantage with Proactive Privacy and Data Protection Strategies, The Fine Print: Stay in Compliance without Losing Your Edge, Uptick in Consumer Class Actions as Online Purchases Grow

Association of National Advertisers | Legal Affairs Committee Webinar | Stay in Compliance Without Losing Your Edge
May 11, 2023

Alert, Are Your Influencers Putting You at Risk?, Maintaining Your Competitive Advantage with Proactive Privacy and Data Protection Strategies

As Federal and State Governments Take Action Against TikTok, What Should Brands and Agencies Know?
April 28, 2023

Emerging Issues, Event, Exploring the Metaverse and Web 3.0 – More than Crypto and NFTs

Worldcom | Intellectual Property and Contract Considerations for Public Relations Firms Using Generative AI
April 26, 2023

Event

Public Relations Society of America – New York Chapter | Intellectual Property and Contract Considerations for Public Relations Firms Using Generative AI
April 18, 2023

Alert, Emerging Issues

The Risks and Rewards of Generative AI
March 31, 2023

Alert, Getting in the Game of College Athletics, Media and Marketing

NCAA Seeks to Control NIL Madness this March, Signals Changes in Enforcement
March 16, 2023

Alert, Getting in the Game of College Athletics, Media and Marketing

NCAA Takes Aim At Booster-backed “Collectives” and Their NIL Deals
June 22, 2022

Exploring the Metaverse and Web 3.0 – More than Crypto and NFTs, Publication

Welcome to the Metaverse: Legal Issues Marketers Need To Consider
June 2, 2022

Trends in Marketing Communications Law

Creating an Opportunity To Be SEEN
April 13, 2022

Trends in Marketing Communications Law

What's in Store for Name, Image and Likeness Use
April 13, 2022

Trends in Marketing Communications Law

The Esports Sponsorship Landscape
April 13, 2022

Trends in Marketing Communications Law

Navigating the Re-Entry of Live Events
April 13, 2022

Alert, Getting in the Game of College Athletics, Media and Marketing

NCAA Adopts New Constitution and Pursues NIL Violations
February 7, 2022

Credentials

Education

Seton Hall University School of Law (J.D., 2016)
University of Central Florida (B.S., B.A., 2013)

Bar Admissions

New York

Associations

Member, Davis+Gilbert Associates' Committee

Member, Davis+Gilbert Pro Bono Committee

Member, New York City Bar Association
— Member, Sports Law Committee

Member, New York County Lawyers Association

Board Member, Sports & Entertainment Equity Network (SEEN)