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## Motion Picture and Television Talent

Pryor Cashman's talent practice in the motion picture and television areas is concentrated on the principal creators of audio-visual programming comprised of writers, directors and producers. Our clients are often so-called "hyphenates" who perform more than one role, such as novelists who are also screenwriters and producers; actors who are also producers; writers who are also directors; children's book writers and illustrators who are also executive producers; and in one case a famous visual artist/photographer who is also an award-winning documentary filmmaker and music producer.

Pryor Cashman's approach often utilizes our attorneys' knowledge of the financing and distribution of films, television and other audio-visual entertainment, particularly in negotiation of deferments, participations and other contingent compensation. Often the talent we represent are integrally involved in the financing process for their projects.

From our extensive representation of producers (including in the production, financing and distribution of films and other properties), we know all sides of these transactions and are able to cut through issues effectively providing strategic business advice tailored to the needs of the specific client. Due to the breadth of our practice, we also look to identify opportunities for our clients especially in exploiting their intellectual property rights across new multimedia platforms.

Matters we have negotiated include:

- Celebrity endorsements and sponsorships deals
- Engagement as employees for hire, writers, producers, actors and/or directors
- First look deals
- Merchandising, commercial tie-in and licensing agreements (particularly in the fashion and apparel business)
- Option/purchase agreements
- Pilot/series television deals for writers/producers