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## Adrienne Crew

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### Summary of Qualifications

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#### Licensing and Contract Administration

- ◆ Member of State Bar of California, 1991
- ◆ Collected more than \$400,000 in outstanding royalty payments from financially-distressed licensees in one quarter at Primedia, Inc.
- ◆ Increased syndication revenue by 65% in one quarter as licensing manager at Salon.com, an Internet magazine.
- ◆ Renegotiated 70 publishing contracts in 90 days for Sybex Computer Books with offices in San Francisco, France and Germany.
- ◆ Co-authored Blogosphere: Best of Blogs; Business Affairs Columnist, San Francisco chapter of The International Animated Film Society (ASIFA) newsletter.

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### Professional Experience

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2009 - Present    **LAW OFFICES OF SAYSON & ASSOCIATES, Santa Monica , CA**  
**Senior Associate**

Associate in law firm specializing in entertainment law; copyright and trademark law; intellectual property licensing, management and rights enforcement; interactive video game production; theatrical motion picture promotions and partnerships; new media transactions; internet law and practice; copyright infringement and business litigation; business entity planning, formation and operations; and commercial transactions. Representative clients include motion picture studios; animators; independent film producers; non-fiction writers; screenwriters; start-up television and motion picture production companies; a start-up online screenplay marketing website; and start-up and established video game producers. Representative entertainment law matters include art director services; directing services; investment banking and financial advisory services; licensing agent; life story rights option and purchase; literary option and purchase; merchandising license; model release; music publishing; personal manager services; producing services; production services; professional services; promotional license; publishing; radio syndication; software development and licensing; and writing services agreements. Representative business entity planning, formation and operations and commercial transactions matters include buy-sell agreements; CA LLC formations; and CA partnership and joint venture formations.

2007 - Present    **various, Los Angeles, CA**  
**Legal Consultant**

Business affairs specialist for consumer products licensing entities and agencies. Research leads; solicit new licensees; prepare pipelines, licensing programs and projection reports; handle legal and business affairs; trademark enforcement, draft and negotiate consumer product licensing agreements, sponsorships, premium and sweepstakes language, OEM terms, e-commerce contracts and video game/ visual development agreements with licensees such as American Greetings, Sunrise Greetings, DIY TV personalities, Creative Tops, Bruce McGaw Graphics, BOC Design Group and Creativity, Inc. Clients include Alex Meisel & Co licensing agency, Mayme Clayton African American Library and Museum, William H. Johnson Foundation, myShape.com, an Internet retailer, and other licensed properties.

2004 - 2007

**SourceInterlink/Primedia, Los Angeles, CA**  
**Content Rights and Licensing Manager**

- ◆ Managed domestic and international content licensing programs for consumer products division of media company: researched leads, solicited new licensees, prepared pipelines, licensing programs and projection reports.
- ◆ Generated more than \$100,000 in text, video and image licensing each quarter. Negotiated licenses and syndication agreements with publishers in Europe, Asia, Middle East and the Americas; guided contracts through execution process.
- ◆ Handled reprint permissions and film clearance requests for more than 200 magazine titles including *Motor Trend*, *Automobile*, and *Surfer*.
- ◆ Negotiated and drafted deal memos, merchandising contracts, third party license agreements pertaining to reuse of images, text, video, and trademarks, multi-channel distribution agreements, literary options, product manufacturing contracts, copyright and trademark enforcement, content syndication deals and promotional programs and sweepstakes. Negotiated contracts with photographers, freelance writers and agents.

2000 - 2003

**Salon Media Group, San Francisco, CA**  
**Licensing Manager**

- ◆ Managed all licensing content licensing sales for Salon.com, an online magazine. Increased the number of licensees by 65%. Negotiated and documented rights acquisition agreements, revenue sharing contracts, third party licensing and publishing agreements and distribution contracts. Advised senior management on intellectual property matters.
- ◆ Developed new licensing products and content delivery platforms such as XML syndication feeds. Generated, negotiated and drafted all contracts pertaining to publication's intellectual property rights, including dramatic rights, permissions, joint ventures, NDA, merchandising, photography agreements, and book publishing, interactive and wireless contracts. Established development deal with HBO Films. Sold book projects to Atria Book and Riverhead Books.

1997 - 2000

**Sybex Computer Books, Alameda, CA**  
**Contracts Specialist**

- ◆ Negotiated and drafted all agreements required for the publication of books, software and electronic content for computer book publisher with international subsidiaries in Germany and France; Renegotiated 70 new contracts with roster of agents and authors in six weeks.
- ◆ Assisted senior sales managers on retail space program contracts, ad co-op agreements and distribution agreements for books, DVDs, VHS, CD-ROMs and related electronic platforms. Drafted merchandising, distribution, and promotional program agreements with partners such as 4Kidz Entertainment, Microsoft, Macromedia, Electronic Arts, Adobe, Mattel, Inc., and Activision, Inc. Managed accounting statements and royalty reports.

1992 - 1997

**California Lawyers for the Arts, San Francisco, CA**  
**Program Administrator**

- ◆ Provided in-house legal services to creative professionals and filmmakers. Drafted correspondence, court documents, and contracts for graphic designers, visual artists, filmmakers and photographers. Prepared guild employment agreements, licenses, film and television production contracts, releases, product manufacturing agreements, and distribution contracts.

1990 - 1992

Cooper, White & Cooper, San Francisco, CA

**Associate**

- ◆ Business transaction, employment and intellectual property practice with emphasis on legal and business aspects of entertainment law: drafted talent and television production contracts, publishing agreements and film finance contracts for clients such as Chronicle Books, San Francisco Newspaper Agency, Lucasfilm, local television stations and assorted art licensors. Law clerk in 1990.

**Education**

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1991

**Boalt Hall UC Berkeley School of Law, Berkeley, CA**  
**J.D.**

Active Member, California State Bar, admitted 1991  
Certificate of Licensing Studies, LIMA, awarded 2005

1986

**Yale University, New Haven, CT**  
**B.A. Japanese History**