



Andrew Marcus

Of Counsel

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Andrew (“Andy”) Marcus is of counsel in the Entertainment & Sports practice group and has expanded the firm’s Miami-based Innovation and Technology practice group to Los Angeles supporting clients on the West Coast. He has over 25 years of experience helping clients succeed at the intersection of social/digital media talent, branded content creation, and technology-driven advertising and distribution. Mr. Marcus focuses his practice on representing start-ups, emerging and established companies on business/legal affairs, production legal, and operations matters in a consistently and rapidly changing market.

Mr. Marcus has developed deep-rooted relationships in the California, London and New York entertainment industry, collaborating with social media influencers, fashion designers and YouTube talent, VR/AR content studios, talent development/management agencies, digital/branded content studios, digital advertising/media agencies and publishers, and content/social app development and platform start-ups. Throughout his career, he has extensive experience working with high-profile clients such as Fox Interactive Media/MySpace, AmericanIdol.com, theAudience, Twentieth Television, BBC America, Fox TV Studios, Fox Cable Networks, *Paper* and *AltPress* Magazine, Rachel Zoe and fashion designer Christian Cowan.

Prior to joining Greenspoon Marder, Mr. Marcus was a partner at GROUP SEVEN, a law firm in Los Angeles that helped innovators and creators build, protect and grow their businesses through a unique blend of legal, strategic, and venture catalyst services. As an entrepreneurial lawyer, he founded and led his own digital media entertainment business and legal affairs consultancy focused on counseling start-up companies, talent, media agencies, brands, and websites. Before starting his own company, he served as General Counsel and Head of Business Affairs for the Audience, Inc., founded by Ari Emanuel (WME/Endeavor), Sean Parker (Facebook founder) and Oliver Lockett, for 6 years (both London and LA offices), advising on business development and legal strategy for creating and publishing content for brands and studios through a network of thousands of social media influencers.

What’s more, Mr. Marcus was the Senior Vice-President of Entertainment and Video for MySpace. In his role, he developed strategies and oversaw the management of all content-related business and marketing partnerships, including licensing of premium video content, creation of original video content, and production of original video content by 3rd party studios. Additionally, Mr. Marcus is a former executive for Twentieth Television, Fox Television Studios and Fox Cable Networks, where he handled business and legal affairs matters related to development and production of scripted and non-scripted programming. Mr. Marcus and has been a featured speaker and advisor on FTC endorsement disclosure obligations and Federal guidelines in social media influencer marketing for several events and publications including the Los Angeles Bar Association and The Hollywood Reporter.

Bar Admissions

- California

Education

- J.D., Southwestern University School of Law, 1992
- B.A., Brandeis University, American Studies, 1988

Practice Areas

- Corporate
- Entertainment & Sports
- Fashion, Luxury, and Beauty
- Innovation & Technology

News

- Greenspoon Marder Client Plai Labs Launches Newest Venture in AI Text-to-Video Tool Titled PlaiDay
- Greenspoon Marder Expands Innovation & Technology Practice Group in Los Angeles and Miami with Addition of Two New Attorneys