

Contact Information

Danica L. Mathes
Of Counsel
3232 McKinney Avenue
Suite 1400
Dallas, Texas 75204
214-740-1474-*tel*
214-740-5774-*fax*

danicam@bellnunnally.com

Practice Areas

- Entertainment, Advertising & New Media
- Intellectual Property

Education

- Washington University School of Law, J.D., 2001
- DePauw University, B.A., 1998

Admitted to Practice

- Missouri, 2001
- U.S. District Court, Eastern District of Missouri, 2001
- Texas, 2009

Intellectual Property Blog

- Visit Practical IP (www.practical-ip.com) for information on current IP topics and tips



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Danica Mathes' practice focuses on intellectual property, entertainment, advertising & new media law. Selected by attorney peers and *U.S. News* for inclusion in The Best Lawyers in America® since 2007, Danica is adept at handling traditional and emerging intellectual property, advertising and new media matters for individuals, entrepreneurial and closely held businesses, and Fortune 100 companies, including:

- Assisting in the development, acquisition, use prosecution, protection, registration, clearance, escrow, licensing and sale of proprietary products and services, such as copyrights, trademarks, software, sound and video recording, brand management, and ancillary rights such as those relating to endorsements, sponsorships, promotional articles, clothing and products.
- Counseling and advising clients regarding internet and e-commerce ventures, technology transactions, software development, website development, privacy issues and digital content acquisition and licensing.
- Selection of appropriate business entities, and disadvantaged business entity formation and certification.
- Analyzing advertising and trade issues, including media, advertising and marketing agreements, trade regulation compliance, telemarketing, fax and email spam law compliance, and branded entertainment initiatives.

Danica also represents and counsels clients in various arenas of the entertainment industry, including music (established and developing recording artists and producers, musicians, managers, record labels and publishers), film (production companies, producers, directors, actors and screenwriters), television, radio, theatre, visual arts, literary publishing, fashion, toys, beverages, amateur and professional athletics (football, basketball and baseball players, boxers, U.S. Olympians, coaches, league franchises, broadcasters, sponsors and promoters), and interactive media.

Representative Matters

- Represented a national retailer in the negotiation of multi-million dollar exclusive distribution and marketing arrangements with multi-platinum musical recording artists.
- Represented the estate of a multi-platinum songwriter and performer in the multi-million dollar sale of his music-publishing catalog.

- Represented international toy retailers with all intellectual property and corporate matters, including trademark estate management, license negotiations, co-promotion and co-branding agreements, and retail lease agreements.
- Represented national and international alcohol and beverage companies in advertising clearance, copyright and trademark management, sponsorships, endorsements and product placement matters.
- Represented collegiate and professional sports organizations in negotiations of broadcast, digital and related rights.
- Represented a major retailer in the negotiation of public performance rights with ASCAP, BMI and SESAC.
- Represented Grammy-winning, multi-platinum musical recording artists, producers and independent record labels with respect to traditional recording, distribution and publishing agreements, as well as ancillary rights such as licensing, merchandising, touring, endorsements, film and television appearances, and cutting-edge collaborations and joint ventures with non-traditional entertainment outlets.
- Represented children's literary and animated properties in connection with United States and international distribution, licensing and ancillary rights matters.
- Represented reality television show talent, competition winners and contestants in negotiations with production companies and in connection with endorsements and related agreements.
- Represented a number of emerging recording artists in the negotiation of agreements with major record labels and music publishers.
- Represented museums in acquisition of artifacts, works of art and related rights.

Noteworthy

- Adjunct Professor of Entertainment Law, Washington University School of Law, 2004-2009
- Selected by attorney peers for inclusion in The Best Lawyers in America®, 2007 – 2012
- Listed in the Inaugural Edition of the *U.S. News & World Report* and Best Lawyers *Best Law Firms* – Bell Nunnally Tier 1 ranking in the entertainment category, 2011 & 2012
- Listed in Cambridge Who's Who Registry among Executive and Professional Women, 2009
- Selected as one of *Missouri Lawyers Weekly's* "Up and Coming Lawyers," 2004
- Selected as one of *St. Louis Business Journal's* "30 Under 30," 2002

Activities & Memberships

- American Bar Association, Entertainment & Sports Law Forum
 - State Bar of Texas
 - Dallas Bar Association
 - The Missouri Bar
 - National Academy of Recording Arts and Sciences
 - StarPolish.com, Attorney Panel Member
 - Legal OnRamp, Law Firm Member
 - IgniteDallas, Inaugural Event Organizer
 - Dallas International Film Festival, Panel Coordinator & Moderator, 2010 – present
 - AAF Dallas (Dallas Ad League), Member
 - St. Louis Volunteer Lawyers and Accountants for the Arts, Past Board Member & Vice President
 - St. Louis Young Variety, Past Board Member & Night of the Rising Stars Charity Event Chair
 - Junior League of St. Louis, Member 2005-2007
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Publications

- 2012: "New Mobile Apps Rating System for Kids," Dallas Bar Association's *Headnotes* (forthcoming)
- 2011: "Kids' Marketing Guidelines Put Heat on Food Industry," contributor via interview, *Law360*
- 2010: "Intellectual Property in Corporate Transactions," Dallas Bas Association's *Headnotes*
- 2006, 2007: "Talk to Our Lawyer," Columnist, *Playback: stl Magazine*
- 2005: "Women-Owned Business Enterprise Certification: Is It Right for Your Business?," *St. Louis Small Business Monthly*
- 2005: "Missouri Sunshine Laws," interview by Randi Naughton, *Missouri Lawyers Weekly* segment, Fox 2, KTVI-TV
- 2004: "New Federal Law "CANs" Spam and Regulates Email Marketing," *St. Louis Small Business Monthly*
- 2003: "Legal Issues in Your Client's Electronic Business," *St. Louis Bar Journal*, Vol. XLIX No. 3, Co-author
- 2003: Lis Lewis' www.TheSingersWorkshop.com, Article Contributor

Presentations

- 2011: "Social Media Legal Issues in Not-For-Profits," Presenter, Dallas Bar Association, Non-Profit Entity Study Group
- 2011: "Filmmaking and the Law," Panel Moderator, Dallas International Film Festival, 2010 & 2011
- 2010: "Advertising Law Overview," Presenter, Bell Nunnally Corporate Transaction Series
- 2010: South by Southwest Music Conference (SXSW), Panelist, Austin, Texas
- 2008: "Bloggers' Rights: Protecting Your Intellectual Property," Panelist, PLAY:stl Inter:Play Conference, St. Louis, Missouri
- 2008: "The Latest on Consumer Privacy Issues," Presenter, Preventing Lawsuits and Violations in Advertising and Promotions, National Business Institute Seminar, St. Louis, Missouri
- 2006: South by Southwest Music Conference (SXSW), Panelist, Austin, Texas
- 2006: "How to Negotiate," Presenter, Society of Children's Book Writers & Illustrators, Children's Writers Conference, St. Louis, Missouri
- 2006: "Dealing With the Lawyer," Panelist, St. Louis Filmmakers Showcase, Filmmaking 101 Seminar, St. Louis, Missouri, July 22, 2006
- 2006: "Weird Issues in Copyright Law," presented with Julie Jennings and Michael A. Kahn, Bar Association of Metropolitan St. Louis
- 2006: South by Southwest Music Conference (SXSW), Panelist, Austin, Texas
- 2004: "Cautionary Legal Advice for Performers Who Become Stars/American Idols," interview by John Pertzborn and Margie Ellisor, *Fox 2 News in the Morning*, KTVI-TV
- 2004: Hip Hop Congress National Convention, Panelist, St. Louis, Missouri
- 2004: MECA Music Conference, Panelist, Chicago, Illinois
- 2004: "What's Wrong with American Idol?," interview with Bob Baker by Jamie Allman, Extra Edition, KMOV-TV (CBS)
- 2004: "Federal Anti-Spam Law," interview by Art Holliday, *Today in St. Louis*, KSDK-TV (NBC)
- 2003: "Music Law Crash Course: What Every Musician Should Know," Instructor, St. Louis Volunteer Lawyers and Accountants for the Arts' Music Workshop Series
- 2003, 2004: Nashville New Music Conference (2NMC), Presenter and Panelist, Nashville, Tennessee
- 2003: "Independent Music Conference (IMC)," Mentor, Panelist and Workshop Instructor, Philadelphia, Pennsylvania