



Cowan, DeBaets, Abrahams  
& Sheppard LLP



## Benjamin Jaffe

ASSOCIATE

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Benjamin Jaffe is a senior transactional associate in the firm's corporate and entertainment practice groups, where he represents clients primarily in the digital media, emerging technology, music, advertising, and film industries. Ben brings a practical and business-minded approach towards handling his clients' legal issues, and is often recognized for his ability to identify and skillfully negotiate corporate opportunities and strategic partnerships that advance long-term brand/market strategy and facilitate company growth and profitability.

In Ben's corporate practice, he represents a wide variety of clients, ranging from early-stage startups to Fortune 100 companies, and including advertising agencies, music and video content streaming services, publishers, event companies, social media and technology platforms, design services companies, mobile gaming companies, and companies engaged in ancillary businesses related to the cannabis industry. Most of Ben's corporate clients engage him as outside general counsel (or a similar capacity) where he handles both legal and business affairs matters. As a result, Ben has extensive experience advising clients on, and negotiating and drafting documentation related to, business formation and corporate restructuring, share issuance matters, third party investments (both debt and equity financing), joint ventures and strategic brand partnerships, intellectual property protection, licensing and acquisition, advertising and social media matters (including online contests/promotions, influencer service deals, master services agreements, and endorsement/sponsorship arrangements), website terms of use and privacy policies, M&A activity, executive employment matters, and other related commercial transactions.

In entertainment, Ben's practice is primarily focused in music, film, podcasting, and emerging digital content markets, where he represents financiers, networks, content owners, and producers. Ben has been active in the music industry for most of his life (whether working for labels and publishers, or representing content licensees) and has prepared and negotiated a multitude of transactions, including sound recording and musical composition licensing agreements, sync licensing agreements, public performance rights agreements, merchandise licensing deals, and strategic joint ventures. With respect to film and podcasting, Ben regularly prepares and negotiates complex tax credit financing and slate financing transactions, content licensing and acquisition deals, content distribution agreements, writer/producer/director services agreements, and joint venture production partnerships. Additionally, Ben represents clients in the event production and e-sports gaming industries, where he handles a variety of matters, including vendor and event deals, e-sport team ownership transactions, e-sport player/coach acquisition agreements, and various digital sponsorship and influencer service matters. Because many of Ben's clients offer products and services that enable people to ingest content in new and unique ways, Ben often finds himself negotiating cutting-edge deals for which there is no existing market or relevant precedent.

Prior to joining CDAS, Ben was a corporate associate in the New York office of Hogan Lovells US LLP where he advised clients on a broad range of transactional matters including complex structured financings, corporate restructurings, M&A activity, and securities law matters. Prior to becoming a lawyer, Ben worked at several advertising agencies, including the digital media agency, Razorfish, where he specialized in paid search (SEM) marketing.

### AWARDS AND RECOGNITIONS

- "Rising Star," New York, *Super Lawyers*, 2016, 2017

### PRACTICES

- Advertising and Marketing
- Corporate Formation, Finance and M&A
- Entertainment
- IP / Internet Transactions

### INDUSTRY SECTORS

- Digital Media
- Music
- Podcasting
- Software / Apps

### BAR ADMISSIONS

- New York

### EDUCATION

- Benjamin N. Cardozo School of Law, JD, *magna cum laude*; Order of the Coif
- Emory University, BBA

### EMPLOYMENT

- Hogan Lovells US LLP