

STUDENT LAWYER

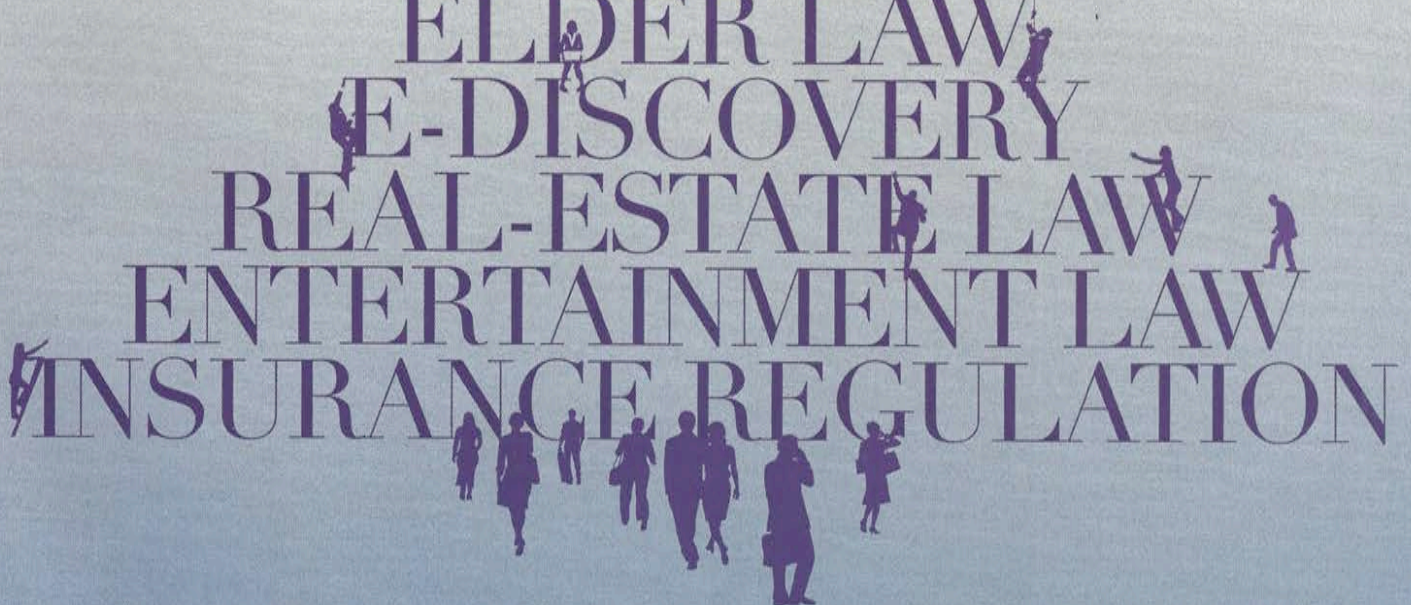
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EXPLORING GROWING AREAS OF LAW

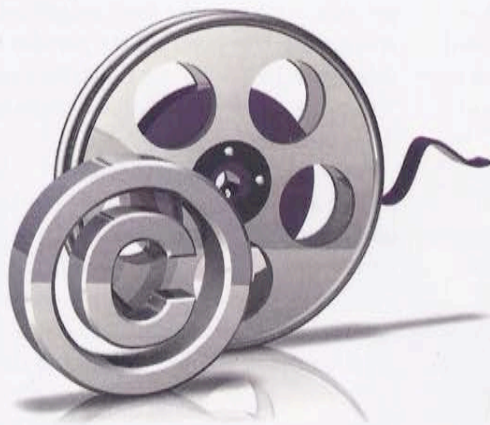
ELDER LAW
E-DISCOVERY
REAL-ESTATE LAW
ENTERTAINMENT LAW
INSURANCE REGULATION



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Entertain Yourself!

So, you're a talented writer, musician, actor, dancer, or painter. But your creative side works well in law, too. And, because you're good at it, you decided to take the practical route instead of the starving artist route, maybe telling yourself that you're making your parents happy. Besides, a decent living means you will have the money to pursue your art as a passionate hobby. Sound familiar?

Keeping a foot in each world might be possible. Practicing in entertainment law could keep you connected to the successful artists you wanted to be like or at least be around. They may ply their trades in Hollywood or Broadway or the recording industry.

"I wanted to be in show business," says Mark D. Sendroff, a New York City entertainment lawyer who represents mostly individuals involved in some aspect of the Broadway theater world. "I didn't want to take the chance that I couldn't earn a living. I didn't think I was good enough to pursue it professionally." Sendroff, of Sendroff & Baruch, LLP, was involved in theater during college and high school and participated in summer stock in Warsaw, Indiana, playing the

role of Robert Livingston in a production of "1776." Learning about the field of entertainment law and specifically, theater law, he began jotting down the names of every lawyer's name he could find on playbills when he attended professional performances. Eventually, he landed a job at a very small firm in New York, earning \$50 a week. That was 40 years ago.

Ethan Y. Bordman, also an attorney in New York City, began his hunt for work in the field after college, begging a talent agent in Detroit to hire him after he graduated from college. After a cold call, "I photocopied my shoe that said 'please give me a chance to get my foot in the door' and I enclosed a formal note thanking her for taking the time to talk to me," he recalls. Bordman, of Ethan Y. Bordman, PLLC, got the job and went on to earn a JD and an LLM in entertainment in London at the University of Westminster.

Bordman represents writers, producers, directors, and others involved in the film industry.

What is entertainment law? Entertainment law involves representing individuals as they negotiate a deal to

participate in a production or performance or a book contract. It essentially involves contract law, copyright law, and the subcategory of Internet law. In Bordman's case, he also acts as a consultant to production companies, helping them figure out how to finance their films. "There's no such thing as entertainment law," Bordman says. "It's pretty much every area of law you can think of." In sports law, for example, antitrust issues can come up. When you're dealing with actors, there are labor issues that arise because actors are members of unions.

What to do? Obviously, you should take as many related courses that your school offers in entertainment-related subjects, Bordman and Sendroff advise. And join the entertainment law sections of the ABA and local and state bar associations. But the real work comes from networking; getting to know the industry players and the lawyers who do this kind of work. Know the entertainers wherever you are; it doesn't have to be in Los Angeles or New York City. And you ought to really love Broadway musicals if you're seeking to represent those involved with such productions, or the artists who perform a particular type of music. "An entertainer can smell from a mile away if you don't like what they do," Sendroff says.

ABA RESOURCE

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www.americanbar.org/groups/entertainment_sports.html