

Scott M. Hervey

Shareholder



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EXPERIENCE

Scott Hervey is an Entertainment, Intellectual Property, and Business attorney who works with companies in a variety of different industries.

He represents traditional entertainment and digital media companies, technology companies, early-stage investors, and all varieties of brand-driven enterprises in financing, mergers, acquisitions, licensing, and other general business transactions.

Scott's Entertainment practice is primarily in the area of television and digital media. Scott regularly represents studios, television production companies, producers, directors, writer/showrunners in a wide variety of transactions, including network negotiations, development deals, and all forms of rights acquisitions. Scott is the co-lead of the Firm's Business & Legal Affairs group, which provides outsourced comprehensive business, legal, and production affairs to clients requiring either a full-service solution or an interim/project-based solution. For more information on Scott's scope of Business & Legal Affairs services, please [click here](#).

In the area of emerging media, Scott represents investors, venture capital funds, and emerging growth companies in financing transactions. Scott also represents top digital media content creators, digital media studios, YouTube Networks, and other new technology companies in a wide variety of matters, including acquisitions, production, clearance, and general business matters. Scott previously served as the acting business affairs director for the publicly traded digital content company Digital Music Group, Inc. (now The Orchard).

Scott has extensive knowledge and experience in trademark law. He has represented clients in domestic and international trademark registration and enforcement in a variety of industries such as legal cannabis, cosmetics and beauty, fitness, gaming, entertainment and hospitality, wine and spirit brands, medical devices, and sports and entertainment.

PRACTICE AREAS

Copyrights

Corporate

Entertainment & Media

Intellectual Property

Intellectual Property

Licensing and Transactions

Mergers & Acquisitions

Private Equity

Trademarks

BAR ADMISSIONS

California

EDUCATION

J.D., *with distinction*,

University of the Pacific,

McGeorge School of Law,

1995

B.A., California State

University, Northridge, 1992

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Scott was featured in Variety's 2014 Legal Impact Report and has been listed as a "Super Lawyer"® in Intellectual Property on numerous occasions. He was a professor of entertainment law at King Hall law school, U.C. Davis, and regularly speaks at various industry events about digital media. Scott serves on the Hollywood Radio and Television Society (HRTS) board of directors and is the co-chair of HRTS Unscripted Content Group.

Scott is a frequent contributor to *The IP Law Blog*. With fellow IP attorney Josh Escovedo, Scott hosts *The Briefing from the IP Law Blog*, a YouTube series and podcast on current trademark, copyright, and patent law, as well as IP litigation and intellectual property in the news.

AFFILIATIONS & AWARDS

State Bar of California, Business Law, and Intellectual Property Law Sections and Trademark Subcommittee

Member

Awards

JD Supra Readers' Choice Top Author Award – Trademarks, 2022

Southern California *Super Lawyer*, 2014, 2015, 2017, and 2018

MEDIA

The Essential Purpose of the Short Form Copyright Assignment (Archive)

In this archive episode of The Briefing by the IP Law Blog, Scott Hervey and Josh Escovedo explain the importance of short-form copyright assignment agreements.

The Briefing by the IP Law Blog: Paramount is Ready to Dogfight in Top Gun Maverick Copyright Lawsuit

In this episode of The Briefing by the IP Law Blog, Scott Hervey and Josh Escovedo discuss Paramount's motion to dismiss a copyright infringement lawsuit relating to 'Top Gun: Maverick.' Watch this episode here. Listen to this podcast episode here:

The Briefing by the IP Law Blog: Evel Knievel IP Lawsuit Against Disney Crashes and Burns

In this episode of The Briefing by the IP Law Blog, Scott Hervey and Josh Escovedo provide an update on the IP dispute between the heirs of Evel Knievel and Disney, over claims of similarities between the late daredevil and the "Toy Story 4" character Duke Caboom. Watch this episode here. Listen to this podcast...

The Briefing by the IP Law Blog: Mattel Isn't Toying Around About Nicki Minaj Barbie-Que Chips

In this episode of The Briefing by the IP Law Blog, Scott Hervey and Josh Escovedo discuss a Trademark dispute between toy maker Mattel and Rap Snacks after the snack company launched 'Barbie-Que Chips' in collaboration with rapper Nicki Minaj.

The Briefing by the IP Law Blog: Fox Wins Another Copyright Lawsuit Over 'Empire' Character

In this episode of The Briefing by the IP Law Blog, Scott Hervey and Josh Escovedo discuss an author's copyright lawsuit against Fox and the producers of 'Empire,' alleging one of the show's characters was inspired by her biography.