



Melanie Tomanov

Partner

melanie.tomanov@kattenlaw.com

Los Angeles

p +1.310.788.4692

Practices

Intellectual Property
Trademark Licensing
and Strategy
Entrepreneurial
Ventures
Advertising,
Marketing and
Promotions

Industries

FOCUS:
Entertainment and
Media
Technology
Entertainment and
Media Transactions
Private Client
Services

Recognition

Variety, Up Next,
2015

Education

JD, Harvard Law
School
MA, University of
Washington

Bar Admissions

California

Melanie Tomanov's entertainment and media law practice is wide-ranging and includes complex copyright and trademark matters, merchandising and licensing, new media and digital entertainment, interactive games, mobile apps, technology, sports, talent agencies, and traditional aspects of entertainment legal work. She regularly counsels clients with respect to the development, production, co-financing, distribution and exploitation of motion pictures, television, online entertainment and other entertainment properties.

Melanie has broad experience in animation and publishing, including licensing, merchandising, ancillary publishing, interactive games and apps based on animated and literary properties. She also advises clients with respect to the intellectual property and entertainment aspects of corporate transactions such as mergers, acquisitions, joint ventures and structured finance arrangements. Another focus of Melanie's practice is a large group of clients she refers to as "Creative Entrepreneurs," including creators, writers, artists, producers and directors in the entertainment industry. Her clients are both domestic and international.

Prior to joining Katten, Melanie was an associate at O'Melveny & Myers LLP in Los Angeles, where her practice emphasized entertainment, sports and media transactions. Before attending law school, she was a public health researcher and statistical analyst at a nationally recognized research institute.

Selected Experience

- Representation of a toy manufacturer in licensing rights to notable television and motion picture properties.
- Representation of a major studio in connection with the sale of a significant film library.
- Representation of a major independent studio in connection with developing a video game based on a highly acclaimed reality television series.
- Representation of a quasi-governmental sports organization in organizing and hosting a Summer Olympic Games.
- Representation of a major studio in connection with its potential acquisition of the Peanuts comic strip characters, including a sophisticated analysis of US copyright termination issues.



- Representation of a Japanese Academy Award-winning actor in his agreements with US motion picture studios.
- Representation of a global media and entertainment company in connection with its potential acquisition of MGM.
- Representation of a television production company in securing distribution with Nick Jr. and other contracts related to the rollout of a new children's television program.
- Representation of a major independent studio in connection with numerous new media distribution agreements (video on demand, subscription video on demand, electronic sell-through, download to own, etc.).

Memberships

- Century City Bar Association
- State Bar of California, Intellectual Property and International Law Sections

Advisories

- The FTC's Native Advertising Settlement With Lord & Taylor Highlights the Commission's Enforcement Priorities Under Its Recently Issued Guidance (March 31, 2016)

Articles

- Author, Copyright Registration Basics for "Creative Entrepreneurs", *The Licensing Journal* (January 2014)