



Andrew Velcoff brings extensive and tailored in-house and private practice knowledge and skill to his work in guiding a wide range of institutional and individual entertainment and media clients through their entertainment, intellectual property, licensing and media law related needs.

Andrew is sought after by film and television production companies, sound stages, marketing companies, international franchising entities, location-based entertainment, multi-artist music specials, on-screen talent, and writers, among others. His keen ability – developed over his 35+ year career – to provide counsel in the development, production, acquisition, financing, licensing, marketing and distribution of content for motion pictures, television, video, the internet, virtual reality, other traditional and emerging media, motion picture soundstages and employment agreements is nearly unparalleled.

Before turning back to private practice, Andrew held the positions of general counsel and senior vice president of legal and business affairs for Turner Entertainment Group, Inc. and of deputy general counsel in entertainment and distribution with Turner Broadcasting System, Inc., both in Atlanta, and principal of SOFTV Productions in Los Angeles.

In those roles, Andrew designed and negotiated production, financing and acquisition agreements for dramatic live action, documentary and animated programming in long form, short form and series formats for traditional networks as well as digital media, including original programming, theatrical films and off-network series from major studios such as Disney, Sony, Universal, Warner Bros., New Line, Paramount and MGM. He developed and implemented guidelines for on-air, web site and off channel advertising and sponsorship agreements, promotions, contests and sweepstakes, and he supervised trademark and copyright registration and enforcement. He also provided oversight of labor and employment including executive employment agreements and guild relations with The Screen Actors Guild, The Directors Guild of America and The Writers Guild of America.

Andrew began his career with a California-based law firm representing

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EDUCATION

New England School of Law, (J.D.),
magna cum laude, lead articles editor for
the New England Law Review, 1979

State University of New York (SUNY) at
Buffalo, (M.A.), music composition, 1976

State University of New York (SUNY) at
Buffalo, (Ed.M.), music education, 1974

State University of New York (SUNY) at
Buffalo, (B.A.), music education, 1973

BAR ADMISSIONS

California

Georgia

LANGUAGES

English

PRACTICES

Corporate

Debt Finance

Franchising and Distribution

INDUSTRIES

Concerts, Live Events and Theater

Digital Media

Entertainment

Film and Television

writers and directors, among other clients, in film and production, talent-related and general intellectual property matters.

During his time studying for his M.A. in music composition, Andrew commissioned the ballet score for the Buffalo Inner City Children's Ballet "A Visit to Transylvania."

He served as a law clerk in the Trial Department of the Massachusetts Superior Court while earning his law degree.

Professional and Community Involvement

Advisory board, Atlanta Film Festival

Member, Georgia Chambers of Commerce Creative Economy Council – Film & Television

Member, Georgia Screen Entertainment Coalition Steering Committee

Member, Academy of Television Arts and Sciences

Member, American Bar Association Forum on the Entertainment and Sports Industries

Member, Country Music Association

Member, Georgia Production Partners

Member, National Academy of Recording Artists

Honors

Variety Dealmakers Impact Report, 2021

The Best Lawyers in America, 2010-2024, "Lawyer of the Year," Entertainment Law - Music, 2019, 2024, Entertainment Law - Motion Pictures and Television, 2022

Georgia Super Lawyers, 2012-2013

New York State Young Composer's Award, 1976

Interactive Entertainment
Media
Music
Telecommunications