

Board Member Spotlight



Segun Aluko, Esq. is an associate in the Entertainment, Technology and Advertising and the Corporate Practice Groups in Sheppard Mullin's Century City office.

Segun's practice focuses on providing legal counsel to clients across the value chain of the entertainment industry covering development, production, distribution and other forms of exploitation of audiovisual content. He advises studios, production companies, independent producers, and digital content creators in all aspects of the creation and exploitation of motion pictures, documentaries, television series, podcasts, and animated

projects. He also counsels the firm's entertainment and technology clients on corporate matters related to mergers and acquisitions, joint ventures, venture capital, private equity, and corporate finance.

Segun regularly advises companies like Amazon Studios, Disney Television Animation, Nickelodeon Animation Studios, Sun Distribution, Komixx Entertainment, Skydance Sports, Campanario, and Yellow Films on development, rights acquisition, production services, and overall and first look agreements, licensing and distribution agreements, and other entertainment matters. He's also advised celebrities like Troy Aikman, Jared Leto, and Erin Andrews on brand partnership, endorsement, and venture capital deals as well as venture funds on equity financing deals. He also regularly counsels Toyota Motor Sales U.S.A., Inc. on technology agreements in connection with its telematics platforms.

Prior to joining Sheppard Mullin, Segun was a Business Affairs Executive at William Morris Endeavor where he collaborated with and counseled literary and talent agents on film, television, podcasts, and digital media deals. Segun started his legal career as an associate at the prestigious Nigerian full service law firm – Aluko & Oyebo – where he represented clients on corporate matters related to mergers and acquisitions, project finance, and general commercial transactions as well as commercial arbitration and litigation.

Segun received his LL.B. (Bachelor of Laws) from Obafemi Awolowo University, Ile-Ife, Nigeria, LL.M. (Master of Laws with Entertainment, Media, and Intellectual Property Certificate) from USC Gould School of Law, and M.B.A. (Master of Business Administration with specialization in Finance and Entrepreneurship) from UCLA Anderson School of Management.

Segun is also a licensed attorney in Nigeria and a public speaker at events that provide capacity building for artists, talent, and independent producers in the entertainment industry. Segun was recently named to Variety magazine's Hollywood's New Leader Class of 2022.