



# BRADFORD C. AUERBACH

Partner

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Bradford Auerbach brings extensive media and technology experience to Outside GC and its clients. Brad has had success in structuring many groundbreaking deals with a diverse range of rights holders, including NFL, NBA, NHL, HBO, MTV, Live Nation, Marvel Entertainment, International Olympic Committee, English Premier League, Screen Actors Guild, every significant Hollywood studio, each of the major record labels, ESPN, Sesame Workshop, The Smithsonian Institution, National Geographic and Getty Images, among numerous others. He has deep familiarity with each aspect of the media business, having sat on all sides of the deal-making table, on behalf of mobile, cable, satellite, hardware, software, distribution and production companies. His clients at Outside GC include [Portland Thorns](#), [Portland Fire](#), [Vox Media](#), and Sly and The Family Stone.

In his roles as a senior legal executive, Brad has managed the full span of commercial and transactional legal work on behalf of growing corporations. While at Hewlett Packard Enterprise, Brad directed all of its business development efforts within the media and entertainment industry. Prior to that, as Co-Founder and Executive Vice President at Epic Rights, Brad handled merchandising and branding for top tier artists like John Lennon, KISS, AC/DC, Aerosmith, Woodstock, among many others. He was also Managing Director of Rock Paper Photo, the pre-eminent online gallery of rock and roll photography, founded by Guy Oseary (manager of Madonna and U2).

## EDUCATION

Boston College, J.D.

Hamilton College, B.A.

## PRACTICE GROUP

[Sports, Entertainment & Media](#)

[Retail, Marketing & Social Media](#)

## SECTORS

[Media, Sports & Entertainment](#)

[Technology, Telecomm & Digital](#)

[Media](#)

## CREDENTIALS

**Bar Admissions**

California

## Honors & Awards

Co-owner of a patent relating to mobile phone media technology

Earlier, Brad oversaw Strategic Account Management with Hewlett-Packard, negotiating the licensing of its impressive portfolio of world class, on-demand printing rights. He also was Hewlett-Packard's prime architect in structuring the entertainment industry's first DVD manufacture-on-demand agreement with major Hollywood studios.

As Senior Legal Counsel at Qualcomm, he licensed the industry's first syndicated television licenses for mobile devices. He served as General Counsel for Philips Media (a division of Royal Philips Electronics, Netherlands) and Head Counsel, Business Affairs for Astro/MEASAT (Malaysia), the premier direct broadcast satellite operator in South East Asia. As the lead attorney of Business Affairs for Programming at Starz/Encore he structured the pay television industry's largest Hollywood studio output deal, and the first to include SVOD (Subscription Video On Demand) rights, which is now the ubiquitous business model for Netflix, Amazon Prime, Spotify, Disney+ and myriad others.

Brad started his entertainment media career at Walt Disney Studios Home Entertainment, where he handled business affairs for the industry's leading home video company, including Disney's first copy protection deal and Disney's first Pay Per Transaction deal. He has published dozens of entertainment articles worldwide (including his Law Review article *Biotechnology Patent Law in Britain and the United States*), and he has presented his views at numerous industry conferences across the globe.

Brad helped form the Digital Entertainment Group, the industry-wide consortium that was the primary catalyst for the launch and spectacular success of the DVD format. He was a Founding Board Member of the Electronic Software Association, which established the E3 video game conference and serves the business interests of companies that publish video and computer games. He was the Founding Executive Director of the DVD-Audio Council, and has consulted to a select group of cutting edge clients. His past consulting engagements include Warner Music Group, Playboy and the Getty Museum. He holds a patent with Qualcomm relating to mobile phone media technology.

Brad was an adjunct professor at UCSD for three senior seminar classes he created and taught for a decade in the School of Global Policy and Strategy relating to media, technology and the law. He wrote and teaches courses at Colleges of Law in Santa Barbara in entertainment law and international business transactions. He also teaches classes in Berklee College of Music's online Business Masters program. Brad serves on his town's Public Art Council. His two daughters have graduated college, which leaves more time for him and his wife to travel, attend concerts and play golf.