



## Aliya J. Nelson

*Partner*

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1345 Avenue of the Americas, Suite 2200, New York, NY, 10105

Aliya Nelson brings more than 20 years of corporate, licensing, and entertainment experience to Greenspoon Marder. As a partner in the firm's Corporate, Cannabis Law, and Entertainment & Sports, practice groups, Ms. Nelson focuses on transactional, regulatory, and licensing matters for clients in the cannabis, media, technology, sports, and real estate industries. Ms. Nelson represents a wide range of cannabis clients, including state-licensed cultivators, processors, distributors, dispensaries, general and social equity applicants, investors, and ancillary businesses. In addition, she has substantial experience in corporate and entertainment law, including representing companies and talent across the media, technology, sports, music, film, television, and publishing industries.

As a seasoned practitioner, she serves as a trusted advisor and a fierce advocate for her clients, advising founders, senior management, and board of directors of cannabis, sports, media, technology companies, financial institutions, and real estate developers through various corporate transactional, regulatory, licensing, and real estate matters. Ms. Nelson also has extensive experience representing clients, both as a lead attorney and outside general counsel, in mergers and acquisitions, joint ventures, equity, debt financing, and general corporate matters.

Ms. Nelson has served as a managing principal of an experiential marketing and activation agency that owned and operated branded youth sports properties around the United States and a multicultural advertising and experiential agency that served clients ranging from Fortune 500 companies to small and mid-sized companies. She has also served as the Executive Director of a non-profit think tank.

Prior to joining Greenspoon Marder, Ms. Nelson founded and led her own firm for over a decade, concentrating on corporate, entertainment, and intellectual property matters. She was also an Adjunct Professor at New York University teaching legal issues affecting non-profit entities and an Adjunct Professor at The College of New Rochelle introducing law-related issues to undergraduate students.

In recognition of her achievements in the law, in 2022, Ms. Nelson was named a Notable Woman in Law by Crain's and became a member of CHIEF. In addition to her professional accomplishments, Ms. Nelson has been actively engaged throughout her life as a director, executive, and member of several civic, charitable, and philanthropic organizations. Ms. Nelson is a proud member of Alpha Kappa Alpha Sorority, Inc. and Jack and Jill of America, Inc. She is a graduate of the United Way's Linkages professional board training program and currently serves as a member of the Board of Directors of the Minority Cannabis Business Association, and previously served on the Board of Directors of Classical Theatre of Harlem, Behind the Book, Inc. and the New Rochelle Boys and Girls Club. She is the founder of a New Rochelle-based Girl Scout Troop and is engaged in the development, fundraising, and committee work for her children's schools.

### Courts Admissions

- U.S. District Court for the Eastern District of New York

### Bar Admissions

- New York

## Education

- J.D., Benjamin N. Cardozo School of Law, 2001
- B.A., Political Science, Art History, Rutgers College, 1997

## Practice Areas

- Corporate
- Cannabis
- Entertainment & Sports
- Real Estate
- Intellectual Property
- Innovation & Technology

## Professional and Community Involvement

- Minority Cannabis Business Association ("MCBA"), Board of Directors, 2024
- Center for Community Alternatives, Inc. ("CCA"), Board of Directors
- United States CannaBusiness Chamber of Commerce, President
- Black Entertainment and Sports Lawyers Association, Member
- New York State Bar Association, Member
- New York Intellectual Property Law Association ("NYIPLA"), Member
- Alpha Kappa Alpha Sorority, Inc., Member
- Behind the Book, Inc., former Member of the Board of Directors and Board of Advisors
- Jack and Jill of America, Inc., Member of Metropolitan Chapter
- New Rochelle Boys and Girls Club, former Member of the Board of Directors
- Girl Scouts of the United States of America
- Classical Theatre of Harlem, Former Board Member

## Speaking Engagements

- Panelist, "From Seed to Scale: Building a Thriving Cannabis Operation in New York," Business of Cannabis: New York, November 12, 2024
- Speaker, "Creating New Jobs for Young People Within a Thriving Business," *African Odyssey*, October 12, 2023
- Featured Speaker, Trademark Law & Practice Committee's "Hot Topics in Trademark & Copyright Law," *New York Intellectual Property Law Association (NYIPLA)*, July 20, 2023
- Panelist, "Cannabis Law Conference 2023," *New York City Bar*, July 17, 2023
- Panelist, "'A Green Opportunity? A Deep Dive into New York's Adult Use Cannabis Market,'" *SOMOS Inc.'s New York 2023 Conference*, March 10, 2023

## Recognitions

- Billboard, "Top Music Lawyers Awards," 2024-2025
- NAACP, Williamsburg Chapter, "Community Impact Award"
- Lawyers of Color, "Wonderful Women" Honoree, 2023
- Crain's New York Business, "Notable Women in Law," 2022

## In the News

- Quoted, "Ed Sheeran on trial: fair inspiration or blatant plagiarism?" *World Intellectual Property Review*, April 28, 2023

## News

- Greenspoon Marder Cannabis and Immigration Practice Groups Receive Rankings in the Legal 500 USA for 2025
- Greenspoon Marder Attorneys Named to Billboard's Top Music Lawyers of 2025
- Greenspoon Marder's Cannabis Practice Group Named Finalist in the New Jersey Legal Awards 2024
- Five Greenspoon Marder Attorneys Named to Billboard's Top Music Lawyers List for 2024
- Greenspoon Marder Partner Aliya J. Nelson Appointed to Minority Cannabis Business Association Board of Directors for 2024
- Greenspoon Marder Attorneys Sandra Brown and Aliya J. Nelson Named Honorees in Lawyers of Color Inaugural Wonderful Women List
- Greenspoon Marder Partner Aliya J. Nelson Appointed President of U.S. CannaBusiness Chamber of Commerce
- Greenspoon Marder Partner Aliya Nelson Selected To Crain's New York Business 2022 Notable Women in Law List
- Greenspoon Marder Partner Aliya Nelson Featured Speaker at Southern University Law Center's Legally Connected: 2nd Annual Sports and Entertainment Symposium
- Greenspoon Marder Expands Entertainment, Media & Technology Industry Group With The Addition of Eight New Attorneys in Atlanta and New York



# Marcie Cleary



## CONTACT INFORMATION

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## AREAS OF EXPERTISE

**Branded Entertainment**  
**Celebrity Branding**  
**Entertainment**  
**Publishing**  
**Sports**

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Marcie Cleary is a partner in the Entertainment Group at Frankfurt Kurnit, representing clients in the film, television, digital, and book publishing industries.

Ms. Cleary structures and negotiates entertainment transactions for individual and corporate clients in the film, television, digital, and book publishing industries. Her clients include actors, news correspondents, writers, directors, producers, authors, podcasters and influencers.

Ms. Cleary has significant experience representing comedians in connection with deals for stand-up specials, television digital series, motion pictures, and recorded albums. Ms. Cleary also has become one of the podcast industry's go-to lawyers. She represents a number of successful podcast creators, hosts, on-air talent, and producers, as well as und rights holders.

Before joining Frankfurt Kurnit, Ms. Cleary was a corporate associate at Paul, Weiss, Rifkind, Wharton & Garrison LL where her experience included advising William Morris Endeavor Entertainment (WME) on its strategic partnership w and sale of a minority interest to, Silver Lake, and advising Apollo Global Management on its acquisition of CKX, Inc., owner of rights to the American Idol franchise and the Elvis Presley Estate.

Ms. Cleary is widely recognized as one of the nation's leading entertainment lawyers. *The Hollywood Reporter* includ Cleary in its 2024 and 2023 "Power Lawyers" list of the top 25 entertainment lawyers in New York, and included her in 2021 "Power Lawyers" list of the top 20 entertainment lawyers in New York. *Variety* has recognized Ms. Cleary in its 2021 Dealmakers Impact Reports, and in its Legal Impact Reports for 2020-2025. *Variety* also recognized Ms. Cleary 2024 Women's Impact Report: New York. *Best Lawyers in America* includes Ms. Cleary in the 2024 and 2023 editions "Ones to Watch" and the 2025 "Best Lawyers" edition for Entertainment and Sports Law. *Chambers USA* included he 2023-2025 editions for Entertainment & Media: Advisory work. *The Legal 500* praises Ms. Cleary in its 2022-2024 edi for her expertise in Media & Entertainment Law, and *Super Lawyers* magazine included her for her Entertainment & S work in 2023-2024. *Business Insider* also includes Ms. Cleary in their list of the 13 leading attorneys who work with di creators and influencers.

Ms. Cleary is a member of the New York University Lawyer Alumni Mentoring Program Advisory Board, the Harlem S of the Arts Associate Board, and the Board of Comedy Gives Back. Ms. Cleary was also a past lecturer at the David C School of Drama at Yale. She is admitted to practice in New York.

## AWARDS & RECOGNITION

*Variety's* Legal Impact Report (2020-2025)

*Variety's* "Women's Impact Report: New York" (2024)

*The Hollywood Reporter's* Power Lawyers 2024: New York's Top 25 Entertainment Attorneys

*The Hollywood Reporter's* Power Lawyers 2023: New York's Top 25 Entertainment Attorneys

*The Hollywood Reporter's* Power Lawyers 2021: New York's Top 20 Entertainment Attorneys

*Lawdragon's* 500 Leading Global Entertainment, Sports & Media Lawyers (2025)

*Best Lawyers in America* (2025)

*Best Lawyers in America* "Ones to Watch" (2021-2024)

*Chambers USA* - Media & Entertainment: Advisory (2023-2025)

New York-area "Super Lawyer" - Entertainment & Sports (2023-2024)

*The Legal 500* for Media and Entertainment (2022-2024)

*Variety's* Dealmakers Impact Report (2021-2022)

*Super Lawyers* New York-area "Rising Star" (2020-2021)

*Variety's* "Up Next" List of the 2018 Legal Impact Report

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EDUCATION

Yale Law School (J.D.)

-Editor of the *Yale Journal of Law and Technology*

-President of the Yale Entertainment and Sports Law Society

New York University (B.A., *magna cum laude*)

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UPCOMING SPEAKING ENGAGEMENTS

### Hot Topics in Trademark & Copyright Law

Marcie Cleary speaks on an Entertainment panel during a "Hot Topics in Trademark & Copyright Law" conference hosted by the New York Intellectual Property Law Association (NYIPLA). Details here.

JUNE 26 2025

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PAST SPEAKING ENGAGEMENTS

### Avoid the Pitfalls: Common Mistakes Emerging Designers Make in Running The Fashion Businesses

Marcie Cleary and Michael Williams present the Masterclass, "Avoid the Pitfalls: Common Mistakes Emerging Designers Make in Running Their Fashion Businesses" during RAISEfashion's 2025 Brand Fellowship Program.

MAY 28 2025

### NYU's LAMP Career Panel 2025

Marcie Cleary is a speaker for NYU's 2025 Lawyer Alumni Mentoring Program (LAMP) Career Panel.

APRIL 29 2025

### Students and Alumni of Yale Alumni Tea

Marcie Cleary is a speaker for the Students and Alumni of Yale (STAY) Alumni Tea at Yale University. She will discuss how to break into the entertainment law industry, negotiating high-profile deals in film, television, and digital media, and the role of lawyers in the influencer and digital creator economy.

FEBRUARY 10 2025

### Hooray for Madison Avenue! How a Brand Can Become a Player in Hollywood

Marcie Cleary and Victoria Cook are panelists for the session, "Hooray for Madison Avenue! How a Brand Can Become a Player in Hollywood" during the 2024 ANA Masters of Advertising Law Conference in Scottsdale, AZ. Details here.

NOVEMBER 12 2024

### Finance 101: What Screenwriters Need to Know

Marcie Cleary is a panelist for the session, "Finance 101: What Screenwriters Need to Know" during Industry 101's E Series. Details here.

OCTOBER 16 2024

### The FilmmakeHERS

Marcie Cleary is a guest speaker for the female filmmakers and digital content creators community group, "The FilmmakeHERS." Details here.

JUNE 26 2024

### RAISEfashion Brand Fellowship Program

Marcie Cleary and Michael Williams are speakers for a Masterclass during the 2024 RAISEfashion Brand Fellowship Program. Details here.

JUNE 18 2024

### Diverse Representation: Creating a Thriving Career in TV and Film

Marcie Cleary is on the panel, "Creating a Thriving Career in TV and Film" during an event hosted by Diverse Representation.

OCTOBER 25 2022

### CalCPA's 52nd Annual Entertainment Industry Conference

Marcie Cleary is a speaker during CalCPA's 52nd Annual Entertainment Industry Conference. Read more.

JUNE 21 2022

### USC Digital Entertainment Class



I am a graduate of Northwestern University School of Law and Spelman College. I advise recording artists, producers, and songwriters in a wide variety of entertainment related matters including distribution, licensing, management, and media. A large portion of my practice also consists of advising clients on the viability of their proposed trademarks, filing trademark applications with the U.S. Patent and Trademark Office, and preparing briefs to overcoming initial refusals to registration based upon the “likelihood of confusion” standard.

My unique background in corporate law has enabled me to effectively advise our clients in their business ventures. Having worked in the business practice group at one of Boston’s premier law firms, Testa, Hurwitz and Thibault, LLP, I represented emerging technologies companies in the areas of venture capital fund formation and financing, and publicly traded companies in the areas of mergers and acquisitions and securities law. This experience gives me the unique opportunity to leverage our clients’ positions as we negotiate new media deals and joint ventures that help to diversify their businesses solidify their brand identity.

**Name:** Dawn David-Swan

**Title:** Senior Vice President, Cybersecurity Engineer (currently Lead Cybersecurity Architect)

**Bio:**

First and foremost, I am a mother of two wonderful children: Dawson and Berhailei. Personally, I am a published author of children's books, an owner of dual US Design Patents, recipient of a JPMorgan Chase Technology Design Patent, recipient of Women of Color Technology All-Star Award in 2021, owner of two businesses, an entrepreneur, and a lifetime learner with a master's degree in 'Management Information Systems' and pursuing a Doctorate Degree in Strategic Leadership.

Professionally, I am a Cybersecurity Engineer with over twenty years of experience in technology and over a decade in Cybersecurity. Prior to '*accidentally*' getting into technology, I was an Architect and an Environmentalist. I started in technology as an Operation Analyst working with Active Directory and worked in this capacity for a few years before moving to Goldman Sachs where I worked in various roles in Information Security, then in Cybersecurity. After a few years I moved to managing the global Vulnerability Management team.

After about a decade at Goldman, I moved to JPMorgan Chase as a Vulnerability Management Lead, and later transitioned to managing the North America Vulnerability Management team. I have since transitioned to a lead Cybersecurity Architecture role within Risk Assurance, functioning as an SME for thematic risk analysis. Additionally, I am a certified AWS Cloud practitioner, a lead of the Retention & Recognition Workstream for Cybersecurity globally, and a co-lead of JPMC partnership with Women in Cybersecurity (WiCyS)

**Recent Speaking Engagements include:**

- JPMC Cyber Awareness Week Presenter
- FS-ISAC Global Conference Presenter
- JPMC Global 'bring your kids to work day' Presenter
- JPMC's annual 'Tech for Social Good' conference Presenter

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**Headshot:**





Michael Antonucci is Senior Counsel for TED Conferences LLC where he manages TED's intellectual property, licensing, distribution, talent agreements and litigation. In his role, Michael works closely with TED's business teams to protect TED's brand, manage risk, and negotiate deals. He joined TED as Associate Counsel in October 2021. Prior to joining TED, Michael worked at an intellectual property firm, Fross Zelnick Lehrman & Zissu, P.C., where he advised clients on a wide range of intellectual property matters, including trademark and copyright clearance, acquisition, maintenance, defense and enforcement. Before that, Michael was a corporate associate in the Technology Transaction Group at Latham & Watkins LLP, where he advised clients on complex commercial transactional matters involving technology and intellectual property.





# The Impact of AI in Media: Through the Lens of Industry Professionals

June 26, 2025

# The Impact of AI in Media: Through the Lens of Industry Professionals

- Moderator
  - Aliya Nelson, Partner, Greenspoon Marder, LLP
- Panelists
  - Mike Antonucci, Senior Counsel, TED
  - Marcie Cleary, Partner, Frankfurt Kurnit Klein & Selz
  - Dawn David-Swan, Senior VP, Cybersecurity Engineer, JP Morgan Chase
  - Alicia Ferriabough, Partner, Law Offices of Robert A. Celestin

# OVERVIEW

- AI's growing influence in the media industry
- Opportunities and legal/ethical challenges
- Industry-specific viewpoints

# AGENDA

- AI in Music & Film
- Legal Challenges in IP & Licensing
- Cybersecurity & Data Privacy
- Future Outlook & Policy Recommendations

# Industry Evolution: AI in Music and Film

- AI-generated music and deepfake vocals
- AI-assisted screenwriting and video editing
- Personalized content & recommendation algorithms
- Industry Implications
  - Content ownership complexity
  - Job displacement concerns
  - New opportunities in creative production

# An IP Lawyer's Perspective

- Key Concerns
  - Who owns the IP of AI-created works?
  - Infringement risks from AI training datasets
  - Fair use vs. misappropriation
- Emerging Trends
  - Global divergence: EU, US, and China take different stances

# A Music Lawyer's Perspective

- Key Concerns
  - Who owns AI-generated music?
  - Consent & compensation for AI-trained on artists' vocals
  - Impact of synthetic artists and virtual performers
- Case Study
  - Grimes offering open licensing for AI use of her voice
- Legal Needs
  - New licensing frameworks
  - Clear performer rights under AI-generated content

# A Film and TV Lawyer's Perspective

- AI-generated likenesses: contracts vs. deepfakes
- Screenplay creation: WGA and copyrightability of AI co-authorship
- Rights clearance for AI-trained models on film databases
- Case Study
  - SAG-AFTRA strike demands on AI usage clauses
- Legal Needs
  - Contract reform
  - Regulation of AI in talent reproduction



# A Cybersecurity Professional's Perspective

- Key Concerns
  - Protecting media companies from AI-enhanced threats (deepfakes, synthetic leaks)
  - Risks from open-source generative models
  - Data poisoning in AI training pipelines
- Case Study
  - Unauthorized release of AI-edited trailers with false narratives
- Technical Needs
  - Authentication of original content (blockchain watermarking, digital fingerprinting)
  - Secure model deployment pipelines

# Cross-Cutting Issues

- Intersections
  - Data privacy & biometric consent (music/film/Cyber)
  - Attribution and model transparency (IP/Cyber)
  - Enforcement of rights in a global digital ecosystem
- Questions for Discussion
  - How can tech and legal experts better collaborate?
  - What balance should exist between innovation and regulation?

# Future Outlook

- Predictions
  - AI co-creatorship norms will evolve
  - New litigation defining the boundaries of IP and rights
  - Industry coalitions for ethical AI practices
- Policy Recommendations
  - Establish international standards for AI in creative industries
  - Mandate disclosure of AI-generated content
  - Incentivize ethical AI innovation with legal clarity

# Q&A and Closing Remarks from Panelists

- **Let's Open the Floor**
  - Questions from the audience
  - Final insights from panelists
- **Thank You**