



ACUITY LAW.

CREATIVE INDUSTRIES

Acuity Law

INSTINCTIVELY COMMERCIAL

Acuity Law is a top ranked law firm offering a business to business legal service throughout the UK. The firm was founded by ex-city lawyers and has offices in London, Cardiff, Swansea and UAE.

Acuity Law is a new style “law company” with a market leading team of professionals, who support clients in a proactive and commercial manner from a technology-based platform.

The firm’s culture is reflected in the quality of service to clients and the speed and precision with which the Acuity Law team gives advice. Acuity Law is proud to have a growing portfolio of fantastic clients and one that is built on long-standing relationships.

The firm’s recent accolades include The Times Best Law Firms of the Year 2020, Law Firm of the Year 2020 at Wales Legal Awards and Law Firm of the Year (Wales) at the Legal 500 Awards.



Creative Industries

CREATIVE INDUSTRIES PRACTICE AREA EXPERTISE

We provide legal and business affairs advice to a wide variety of creative businesses. We understand the unique needs of each specific part of the creative industries from corporate structure requirements; standard commercial and rights contracts; IP and brand licensing/protection; employment law sensitivities in a freelance world and property matters from leases to premises acquisitions.

We work collaboratively with a broad section of clients within the creative industries to create business focused solutions including TV and Film producers and financiers; app creators; fashion designers; brand owners; digital content creators; digital and advertising agencies and PR companies.

We advise on all aspects of matters affecting the creative industries, including:

- Funding and investor relationships
- Industry Standard Contracts including Rights Agreements
- Defending and bringing legal action
- Creating and protecting intellectual property in the UK and elsewhere
- Mergers and acquisitions
- Employment and option scheme arrangements
- Distribution and exploitation of rights
- Social media

We can support TV and Film producers in all genres – scripted and unscripted. We can support you as much or as little as you feel you need. We can provide template documents for you to implement or work with you to create the final document which meets all your specific needs.

We can provide advice relating to issues flowing from tendering for PSB contracts, including TUPE.

We can support you through all stages of TV and Film production.



Creative Industries Team

MEET OUR EXPERTS



Tessa Laws

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Accolades & Testimonials

WORDS FROM OUR CLIENTS



"The team at Acuity is solutions-focused & extremely collaborative. They provide sound, pragmatic advice that relates to our business, they always go the extra mile."

Chambers UK - 2022 Edition



"Clearly the culture of Acuity is about people, both customers and also internally within the organisation. It's easy to see that this comes from the top of the organisation."

The Legal 500 UK— 2022 EDITION

Expertise

CREATIVE INDUSTRIES EXPERTISE

- Advising start-up, Bright Branch Media Limited, on third party financier funding deal and corporate structure, negotiated all relevant paperwork with funders.
- Reviewing and negotiating variations to standard commissioning and international distribution agreements on behalf of Joio Limited for Bang 2 – a £2.5M six-part drama series for S4C including Welsh Government Funding
- Advising a broadcaster on blanket music licensing arrangements with PRS for Music
- Providing standard forms and negotiating variations to production pack documents for drama series including worldwide rights packages
- Advising ie ie Productions Limited in clearing 30+ music and footage licences for a music documentary feature film for theatrical and international release
- Advising high profile Bristol based producer on the terms of a co-production agreement with an international studio
- Drafting and negotiating a variety of development, option and underlying rights agreements for a variety of production companies

Expertise

CREATIVE INDUSTRIES EXPERTISE

PRODUCTION

- SPV set up and Shareholders Agreements
- Financier Loan Agreements and Security Agreements
- Interparty/Multi-party financing Agreements
- Co-production and Co-financing Agreements
- Commissioning Agreements
- Writer Agreements
- Chain of Title
- Production pack
- Cast and Crew Agreements
- HoD Agreements
- Location Agreement
- Photographer Agreement
- Contributor Agreements
- Release Forms
- Composer Agreements
- Stills Licence
- Compliance checks
- Ofcom
- Completion Bond Agreements
- Collection Account Management Agreements

EXPLOITATION

- Sales Agency Agreements
- Distribution Agreements
- Acquisition Agreements
- Merchandising Agreements

DEVELOPMENT

- Option Agreements
- Development Agreements

Our Services

FULL SERVICE COMMERCIAL LAW FIRM

22 PARTNERS | 100 STAFF | ESTABLISHED 1999

AREAS OF EXPERTISE

- Banking & Finance
- Commercial & Technology
- Competition, Regulatory & Trade
- Corporate
- Creative Industries
- Data Privacy & Cyber Security
- Employment & HR
- Financial Regulation & Compliance
- Health & Safety
- Intellectual Property
- International
- Litigation & Dispute Resolution
- Planning & Environmental
- Real Estate & Construction
- Real Estate Finance

LONDON | CARDIFF | SWANSEA

Contact The Team

GET IN TOUCH



Key Contact

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acuitylaw.com/expertise/creative-industries



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