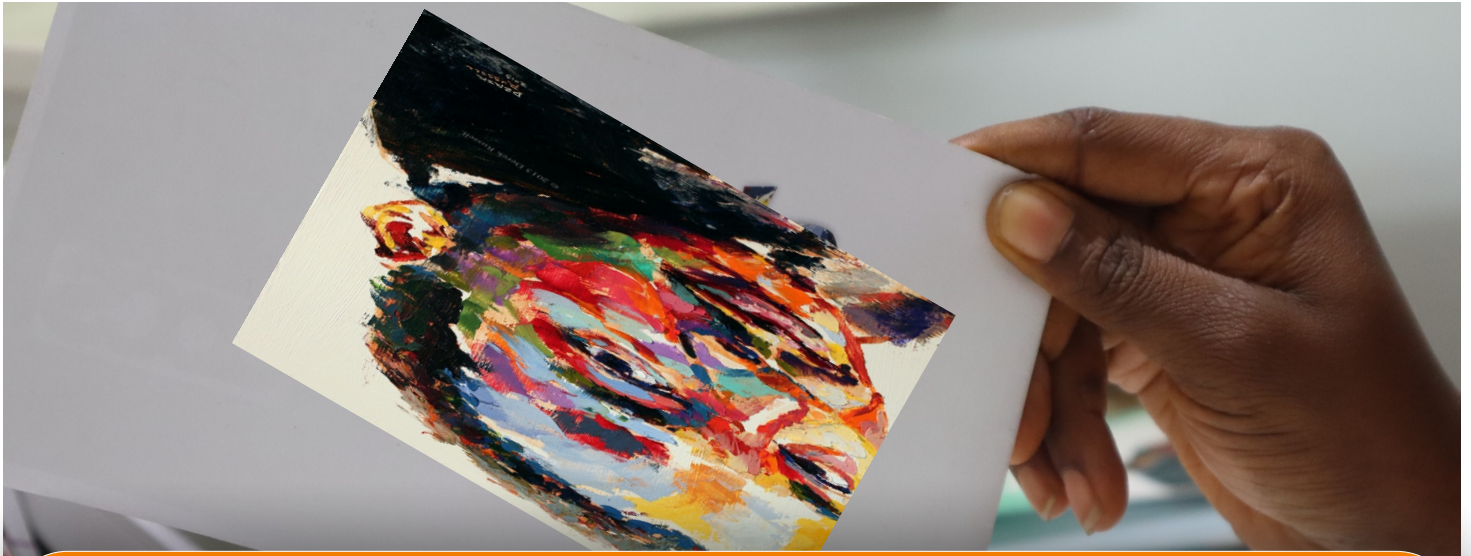


ENTERTAINMENT & CREATIVE PRACTICE

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ENTERTAINMENT & CREATIVE PRACTICE



The Entertainment & Creative Practice (ECP) of Aina Blankson is a diversified and dynamic full-service entertainment practice which represents a wide array of high-profile and upcoming clients in the Film and Television, Performing Arts, Animation, Music, Digital Media, Visual Arts, and Design industries. Our thriving Entertainment Law Practice offers innovative and diligent legal representation through our team of experienced and innovative attorneys. Through strategic partnerships with renowned talent management agencies, we also offer our clients financial and managerial services towards helping them navigate complex, regulatory terrain and proactively cultivate meaningful growth amongst talent.

Our unique approach towards client representation, disentangles our clients from legal challenges and administrative headache by allowing them to focus on their distinct narratives and creative pursuits.

Aina Blankson has grown to become a leading global law firm renowned for professionalism and excellence in service delivery. We are consistently regarded as one of the foremost Nigerian law firms in the areas of arbitration, dispute resolution, litigation, corporate commercial law, oil & gas, transaction advisory amongst others.

REPRESENTATION & TALENT MANAGEMENT

We provide representation and management to Actors, Performing Artists and entertainers in diverse areas of the creative industries. By leveraging on our expertise and industry connections, our Team ensures that our clients receive top-notch representation and management in line with global best practices. Our approach allows creators to create while minimizing risk and maximizing impact.



ECP focuses on ensuring that our Clients meet audience and financier expectations, whilst also empowering them to transform their imaginative content into enduring artistic and creative works with long-lasting cultural relevance and global impact.

ACCESS TO FINANCE

Given the importance of access to finance and financial management in the business of creativity, ECP maintains a working collaboration with notable and leading financial institutions locally and internationally who provide comprehensive financial, economic and strategic advice to clients with business problems ranging from lack of access to finance, film funding to investment decisions. The knowledge, depth and expertise of our partners will ensure our clients are well equipped to succeed in the creative sector.



DISPUTE MANAGEMENT

When entertainment disputes arise, our team is equipped to resolve them as efficiently and economically as possible. Having been responsible for establishing the first court-connected ADR Centre in Africa and representing the World Bank in five different countries within the African continent, we are best positioned as the go-to experts with respect to dispute management.



Our ECP Team is experienced in the full spectrum of intellectual property and regulatory issues and maintains an extensive portfolio of services which include: corporate advisory, contract review and documentation, image and commercial rights, and dispute management, amongst others.



NEGOTIATION AND IP

Our commercial law experts work together with our specialist intellectual property, regulatory and tax lawyers, to provide comprehensive advice on the structuring and documentation of strategic arrangements within the entertainment space. This involves advice on suitable business structures, including joint ventures, partnerships and strategic alliances. Entertainment outfits across the life cycle of IP assets, from development to commercialization and licensing through to maturity. Our dedicated team will help your entertainment business grow by protecting and leveraging your brand, ideas, inventions, innovations and your creative works

GLOBAL MARKETING

Our marketing partners connect, develop and promote brands through offerings in brand strategy and activation; sponsorships and endorsements; creative development and design; public relations; live events and branded impact. At ECP, we help brands leverage the world around them to create targeted, relevant programs that deliver measurable value.



“With decades of experience and expansive global network, Aina Blankson is predominantly focused on providing top notch legal and business services to our multinational and international clients”

OUR PARTNERS

In an effort to ensure that the various needs of our clients are holistically catered to, ECP partners with dynamic talent representation agencies towards enhance its operations. These partners of note bring to the fore a wealth of experience in talent incubation and general representation services for entertainers and creators towards maximizing exposure, making sustainable impact and facilitating the management and trajectory of diverse personalities in the creative industry.

With Access to Finance representing a major challenge in the African entertainment sector, ECP maintains relationships with leading financial advisory institutions Firms of note, including, Thomas Macaulay Capital (TMC). TMC combines in-depth understanding of market trends in the entertainment industry with proven business networks to minimize market risks, maximize returns, and ensure the success of every transaction and all client engagements.

“We are known for our ability to provide support from project initiation to execution and throughout the lifespan of a project, anticipating pitfalls and regional nuances to ensure a project’s success. ”

5 /7 Ademola Street,
off Awolowo Road
South West Ikoyi, Lagos, Nigeria

19 Kolda Street,
Off Adetokunbo Ademola Crescent
Wuse II, Abuja, Nigeria



(+234) 1 454 7772 - 3
(+234) 1 454 8882 - 3
(+234) 906 902 2222
(+234) 906 903 3333

(+1) 917 809 4981
(+44) 203 807 9070



www.ainabblankson.com



ab@ainabblankson.com

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