



Heidy Vaquerano

Partner

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Heidy is an experienced entertainment attorney who provides advice and representation on a broad range of intellectual property and transactional matters.

Clients in the music industry rely on Heidy to negotiate music publishing and recording agreements, master use and synchronization licenses, marketing and promotion agreements, as well as work for hire agreements, merchandising agreements and production agreements. She also handles a wide range of deals related to all aspects of live tours, including sponsorships, personnel, marketing and promotion as well as photography and video licenses. In addition, Heidy registers recordings with the Copyright Office and performance rights organizations, and handles copyright, trademark and name and likeness licensing.

Her clients include:

- Grammy-nominated musicians
- Actors
- Global merchandise companies
- Film and television producers
- Writers
- Production companies
- Independent record labels
- Tech startups

Technology & Intellectual Property

Heidy reviews and negotiates agreements for mobile and web applications, e-commerce providers and multi-channel networks as well as content agreements, privacy policy agreements, website terms and conditions and deal sheets and software/firmware and technology licensing agreements for virtual reality hardware. She also provides counsel on trademark, copyright and trade secrets matters.

Film & Television

Heidy negotiates a broad range of agreements for talent, producers and writers. She also provides production counsel for independent films and documentaries, including advice on clearance issues and risk analysis, and negotiates agreements involving talent, crew, options and life story rights as well as location and material releases.



Licensing & Merchandising

Heidy helps mobile application developers, musicians, record labels, producers, licensing agencies and other intellectual property owners enforce and negotiate a range of merchandising agreements.

Before Fox Rothschild

Before joining Fox Rothschild, Heidy was a senior attorney in the Entertainment & Intellectual Property Practice of a California-based law firm.

Beyond Fox Rothschild

Heidy serves as a professor at various Los Angeles area colleges, designing courses that integrate passion for technology, entertainment and new media and its associated legal components. She is a sought-after speaker, and has lectured at MIDEM in Cannes, Silicon Beach Fest, Techweek LA and Innovate LA. She is also Managing Director of Girls in Tech and serves on the advisory boards of SXSW Pitch and Los Angeles Mayor Eric Garcetti's WiSTEM LA initiative.

Honors & Awards

- Named among the "Top Lawyers Under 40" by the Hispanic National Bar Association (2021)
- Named to *Billboard Magazine's* "Top Music Lawyers" list (2020-2021)

Practice Areas

- Entertainment & Sports Law
- Intellectual Property
- Technology

Bar Admissions

- California

Education

- Southwestern Law School (J.D., 2008)
- University of Southern California (B.A., 2004)

Memberships

- Women in Film
- Women in Music
- National Academy of Arts and Sciences (NARAS)

Board of Directors

- SXSW Pitch
 - Advisory Board
- WiSTEM LA
 - Advisory Board



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