


Anne S. Atkinson

Counsel

 New York, NY

 aatkinson@pryorcashman.com

 212.326.0867



Anne Atkinson, a member of Pryor Cashman's Media & Entertainment and Intellectual Property Groups, focuses on finance, production and distribution matters for clients in motion picture, television (both scripted and reality) and other media.

Anne's diverse clientele includes major motion picture studios and television networks, as well as independent production companies. She also represents individuals, including screenwriters, directors, producers, content providers and authors, in transactional matters.

Moving Major Transactions Forward

A veteran of complex entertainment financing and distribution deals, Anne is a skillful negotiator who understands issues that are critical to her clients' success. Anne has a deep background in domestic and international motion picture and television finance, co-production, talent and underlying rights agreements, distribution in various media and the law governing all of these areas. Her distinguished career includes facilitating a number of pioneering ventures for production companies, distributors and studios.

Anne's significant experience in the entertainment industry includes:

- Drafting and negotiating multiple agreements for a major U.S. motion picture studio relating to the first motion pictures to be produced and distributed pursuant to a complex multipicture film financing transaction
- Representing a significant international television producer and distributor in a co-financing transaction with a major U.S. studio and closing a deal for the international production of a U.S. television series
- Negotiating a co-production agreement with a key international producer and distributor of reality programming
- Representing producers of scripted motion pictures and feature-length documentaries in connection with financing, key talent agreements and worldwide distribution
- Developing domestic and international finance, production, distribution and sales agent agreements for an independent motion picture distributor
- Representing producers and talent of various reality television projects

Combining Industry Experience with Opportunity Insights

Before joining Pryor Cashman, Anne spent more than 20 years working as an industry insider at A&E Television Networks, where she was head of the Legal and Business Affairs department and as deputy general counsel at Columbia Pictures Industries. In these positions, she gained an industry perspective (as well as understanding how best to coordinate with the client's organization) that is particularly valuable to clients involved in complex production agreements, international ventures, programming licensing, advertising and promotions.

Anne stays on top of the issues that impact her clients and the future of the entertainment industry. She is keenly aware of how new financing, distribution and programming models influence content choices. Her understanding of intellectual property assets and transactions involving new media is a distinct advantage for clients as they take strategic steps to evolve with the rapid changes in the industry.

Services

- Celebrity Branding + Talent Representation
- Copyright
- Intellectual Property
- Media + Entertainment
- M+E Transactions and Financing
- Film, TV + Podcast

Education

- New York University School of Law (J.D., 1971)
- Newcomb College, Tulane University (B.A., 1968)

Recognition

- Named to *Best Lawyers in America* list for Entertainment Law - Motion Pictures and Television (2024-26)

Community

- Secretary and Board Member, Interfaith Community

Admissions

- New York, 1972

Professional Affiliations

- New York State Bar Association Corporate Counsel Section, member, Executive Committee; Kenneth G. Standard Diversity Internship Committee
- New York State Bar Association Entertainment, Arts & Sports Law Section, member and secretary, Executive Committee; co-chair, Diversity Committee

Academic Achievements

- Anne is a 1971 graduate of New York University School of Law. From 1968-1970, she attended Tulane University School of Law, where she was on the Board of Student Editors of the Tulane Law Review. Anne received her undergraduate degree in 1968 from Newcomb College, Tulane University, where she was a member of the Tulane University Scholars and Fellows.

Publications

June 24, 2020

A Producer's Guide to Restarting Film and TV Production Internationally

June 17, 2020

A Producer's Guide to Restarting Film and TV Production in the U.S. (Updated)