

VARIETY

DEALMAKERS IMPACT REPORT

BENJAMIN R. MULCAHY & GINA REIF ILARDI

Partner and Co-Chair of Trademark, Advertising and Unfair Competition Practice (Mulcahy), Partner (Ilardi),
Jenner & Block



Ilardi cleared notoriously difficult music rights to 16 videos in just two weeks for a mash-up Chrysler television commercial by persuading record labels and artists that the blurb would introduce the tunes to a much broader audience. She corralled master and synch music licenses, and artist publicity releases. Mulcahy deals with the

industry-wide controversy of advertisers claiming their media-buying agencies short-changed them on volume-advertising discounts. He incorporates processes to better identify discounts in new contracts and he is “evaluating hundreds of millions of dollars in [past] media spending.” Together the duo represents Chrysler (for upcoming movie “Fast 8”), ESPN, Fox Cable Networks, Game Show Network, Lionsgate, brewer Molson Coors, and The Weinstein Co. Mulcahy’s clients include Paramount Pictures for multiple movies (including tie-ins with Enterprise Holdings, Bing, Vizio, and Quicken Loans for “Star Trek Beyond”). Ilardi handles entertainment/sports deals for Daniel J. Edelman PR for its consumer goods clients.