



INTELLECTUAL PROPERTY & ENTERTAINMENT ATTORNEY



Shay M Lawson is a Georgia-based intellectual property attorney specializing in brand protection and contract negotiation for entertainment professionals and social influencers. She is member of the Intellectual Property section of the State Bar of Georgia and a two term member of the Board of the Atlanta Chapter of the Recording Academy® (GRAMMYS) where she serves as co-chair of Advocacy.

Over the last decade of her career, Shay has negotiated large scale client partnerships with: **Apple**, Converse, EA Sports, **Universal Music Group**, Def Jam, Discovery Channel, TVOne, **Target**, and more. From copyright and trademarks, to legal business-building, and negotiation strategy, **Shay is a dynamic experienced keynote and workshop speaker and the go-to for all things legal, creative, and influential.**

BLACK ENTERPRISE

ESSENCE

Rolling Stone

ATLANTA BUSINESS CHRONICLE





LIVE SPEAKING // KEYNOTE // PANEL TOPICS:



- Trial Style: Perfecting Your Interview Style
- Trial Style: Negotiation Strategies that Win
- Business Law 101: Basics for Non-Lawyers
- Legal Basics for Creatives: How to Protect the Magic
- 2020 Legal Trends in Music & Social Media Influence
- Women & Diversity in Law
- Women & Diversity in Entertainment



LIVE WORKSHOPS



Protect the Magic Live!

- Clearly identify your creative work and what needs to be legally protected
- How to competitively price your creative services or products
- Learn top strategies for negotiating with major brands and other creative collaborators

Negotiate Like a Boss!

- Keys to preparing for a negotiation like a lawyer
- Tips & Tools to maintain power in negotiations
- How to leverage masterful negotiations in business and personal situations while building allies and expanding your network

When it comes to authentically engaging, Shay's knack for seamlessly breaking down complex legal concepts empowers audiences to approach life with confidence and take their career or business to the next level.

CONNECT



(678)661-1233

shay@shaymlawson.com

www.shaymlawson.com