

Jason Boyarski,
Marc Anthony
and David Fritz



THE BUSINESS OF FUN

ENTERTAINMENT LAW AT BOYARSKI FRITZ LLP

By Isaiah Negrón

The collaboration of Jason Boyarski and David Fritz of Boyarski Fritz LLP is proving to be one of the industry's top innovative forces when it comes to transacting and protecting in the business of fun. This dynamic duo presents an offbeat approach to legal transactions, as they have been on both sides of the deal-making table, in fact, first meeting as rival clients' attorneys. Together they have acute insight into the trends of the industry, turning a modest business with a slender client list into a distinguished source of many game changing deals in entertainment, media and technology. "We complement each other well," Boyarski says. "We have different styles, and call each other into deals often. It's definitely a true partnership, a perfect ying and yang arrangement."

The methods behind Boyarski Fritz LLP's nonconventional success have resulted in high profile transactions including their representation of the alcohol brand "Myx" in its partnership with Niki Minaj, connecting Joan Jett with Clear Channel's iHeart Radio Festival, counseling Jingle Punks Music in its

sale to William Morris Endeavor and linking the tech company Mobli to top celebrities like Marc Anthony and Wyclef Jean.

Jason Boyarski strategized several of the biggest deals of his life while training for two separate marathons within the first year of launching Boyarski Fritz LLP. With a broad array of experience in the entertainment, media and marketing industries, his background includes some of the most renowned names in the business including Warner Music, NBC, Universal Music, BMG Music, Weil Gotshal & Manges LLP, Sony Music and HeadOverHeels Collective. "Relationships are the currency with which we trade," he comments. "We become partners with our clients and form lasting relationships. It then becomes about connecting the dots so our clients can benefit from our relationships." Boyarski has nurtured the thought-making process of creators and entrepreneurs while simultaneously recognizing trends in the marketplace that affect them, making him an asset to many entertainment businesses, celebrities, consumer brands and technology companies.

David Fritz left his entrepreneurial endeavors in the toy and gym businesses to return to his origins and start a law firm 12 years after leaving one. Fritz is a trusted confidant with a long history in businesses beyond the legal arena. "Because Jason and I have been business operators, our clients benefit because we are able to say 'Here's what you could face down the road because it happened to me,'" Fritz remarks. On his partnership with Boyarski, Fritz says "We share every single relationship. We both know that we're stronger if each of us is stronger, and our clients benefit as a result." With prior experience at Grubman, Indursky & Shire, Alliance Entertainment and CAK Entertainment, Fritz is a seasoned professional who has been involved in an eclectic range of high profile transactions in fashion, advertising, television, music, live events, and retailers.

Jason Boyarski sums up the company's mission saying, "At the end of the day, it's not about us. It's all about our clients' success."

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