

PERSIS HODIWALLA

Salsette Parsi Colony, 1/C – 003, Pump House Rd, Andheri (E), Mumbai 93; persishodiwalla@yahoo.com; 9920061083.

ADMITTED: Bar Council of Maharashtra & Goa, 2nd August, 2007 - [BAR No.: MAH / 3797/ 2007]

EDUCATION:

MASTERS IN ENTERTAINMENT AND MEDIA LAW (2014 – 2015) – Southwestern Law School, Los Angeles, California; US.

POST GRADUATION DIPLOMA IN MEDIA LAW (2010 – 2011) – NALSAR University, Hyderabad, India;

BACHELOR OF LAW (2004 – 2007) – **Mumbai University**, India;

BACHELOR OF COMMERCE (1999 – 2004) – Mumbai University, India.

ENTERTAINMENT AND MEDIA LAW & BUSINESS WORK EXPERIENCE:

July 2015 – Till date: Legal Consultant – IndiaCast Media Distribution Private Limited, Mumbai, India.

Drafting, reviewing, executing Channel License agreements; worldwide content license contracts, drafting content termination notices; drafting addendums and novation agreements.

March 2015 – April, 2015: Legal Extern - ENTERTAINMENT STUDIOS NETWORK INC., Los Angeles, CA.

Drafted, reviewed, executed agreements and contracts related to Option Purchase deals, Talent Deals, Acquisition of Rights deals, drafted correspondence letters, conducted legal research.

August 2014 – November 2014: Legal Extern - IM GLOBAL, Los Angeles

Drafted, reviewed, executed International Film License and Distribution Agreements; conducted legal research on Copyright Law; prepared deal memos and film license rights summaries, drafted termination letters and digital cinema laboratories letters.

September, 2012 – September, 2013: Legal Manager - LANDMARK RETAIL LIMITED, Dubai, UAE

Negotiated, drafted, reviewed and executed Retail Space Leases, License and Tenancy Contracts, Management Agreements, Advertising and Marketing Agreements for showcasing Company products across all media platforms; Handled Company Trademarks registration process.

March, 2011 – June, 2012: Legal Manager - SCRABBLE ENTERTAINMENT LIMITED, Mumbai, India.,

Drafted, negotiated, reviewed, executed Agreements and contracts for Digital Cinema Deployment Agreements (DCDA), Hiring and Purchasing of Digital Cinema Equipment, Film Distributors, Producers and Licensors, Content Owners, Equipment suppliers and Service Providers; Handled the registration process of the Company Logo falling under different classes of Trademark in India.

June, 2010 – February 2011: Legal Manager - K SERA SERA PRODUCTION LIMITED, Mumbai, India.,

Drafted, negotiated, reviewed, and executed Miniplex Franchised Agreements, Film and Television Production Agreements and Memorandum of Understandings related to Miniplex / Video Cinema technology, Vendors Agreements related to structural design works for the Miniplex and Purchasing of Technical Equipment.

October, 2007 – March 2010: Legal Executive - RELIANCE MEDIAWORKS LIMITED, Mumbai, India.

Drafted, negotiated, reviewed, executed Agreements and Contracts for establishing Film City Studio, Digital Cinema Operations, Digital Intermediate Content, Film Financing, and International Film Distribution Agreements across all the verticals of the Company; Leave and License Agreements, Lease Agreements etc. with the respective Theatre Owners for establishing single screen and Multiplexes.

July 2005 – September, 2007: Advocate Assistant - A.S. DAYAL & ASSOCIATES, Mumbai, India.

Reviewed, executed Leave and License Agreements, Complaints, Affidavits, Summary Suits, Agreement for Sale, Attended lawsuits, filed writ – petitions, interim applications, notice of motions.
