Kevin Masuda

Partner

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Los Angeles



Kevin S. Masuda is a partner in the Los Angeles office of Gibson Dunn and is Co-Chair of the firm's Media, Entertainment and Technology and Betting and Gaming Practice Groups. He regularly represents content companies including motion picture studios and music companies, technology companies, gaming companies, private equity funds, sports and talent agencies, and other clients in various types of business transactions, including mergers and acquisitions, joint ventures, investments, restructurings, equity capital raises, licensing agreements, sponsorships, and other strategic agreements.

Kevin is a member of the firm's Mergers and Acquisitions, Private Equity, and Sports Law Practice Groups.

Representative transactions* include representations of: SpringHill Entertainment in significant capital raises and merger with Fulwell Entertainment; the National Football League (NFL) in its strategic partnership with Skydance Media for the formation and operation of Skydance Sports; Block, Inc. in its acquisition of a majority stake in TIDAL; the artist Drake in the sale of his music catalog to the Universal Music Group; SC Holdings in its acquisition of the iconic Santa Pier and its related businesses; the independent directors of DreamWorks Animation in the sale of DreamWorks Animation to NBCUniversal for $3.8 billion; Beats Electronics and Beats Music in various equity and debt financings and the companies' $3 billion sale to Apple; Hackman Capital Partners in the acquisition of CBS Television City and certain studio operations for $750 million; Lobos 1707, a tequila company backed by LeBron James, in its strategic partnership with Diageo; Tornante in the sale of the Topps Company businesses; Klutch Sports Group in sale to United Talent Agency; MGM Resorts International in the acquisition of the Borgata Hotel Casino & Spa in Atlantic City and in a strategic joint venture with GVC Holdings for sports betting and online gaming; Major League Pickleball in its merger with the Professional Pickleball Association; Ladder, a nutritional supplement company founded by LeBron James and Arnold Schwarzenegger, in its formation and sale to Openfit; Eros Innovations in its joint venture with Mike Tyson and the formation of the Legends Only League; LeBron James in various investment and endorsement deals, including with Canyon Bikes and Crypto.com; Serena Williams in her investment in, and partnership with, the WNBA Toronto Tempo team; Talento Uno Music in a sale to Saban Music Group; Eros International in its merger with STX Entertainment; 88Rising in capital raises and related strategic matters; Deluxe Entertainment Services Group and its parent, MacAndrews & Forbes Incorporated, in various acquisition transactions of post-production companies and services agreements; Wasserman Media Group in the rollup of various sports agencies (10+); Independent Sports & Entertainment in equity investments and debt transactions; Hugh M. Hefner and his trust in the sale of the Playboy Mansion and to the sale of his interest in Playboy Enterprises; NTWRK,, a content company focused on e-commerce sales and hosted by celebrities, in its formation, capital raises, and acquisition of Complex Networks; Cannery Casino Resorts, the Ruffin Companies, Fertitta Gaming, the Nine Group, and private equity funds in acquisitions, investments, restructurings, and other strategic transactions in the gaming industry; United Talent Agency, ICM Partners, and

Capabilities

Mergers and Acquisitions
Betting and Gaming
Family Office
Media, Entertainment, and Technology
Private Equity
Royalty Finance
Sports Law

Credentials

Education

Harvard University - 1992 Juris Doctor

University of California - Berkeley - 1988 Bachelor of Arts

Admissions

California Bar

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Paradigm Talent Agency in restructurings, employment agreements, and general corporate matters; Nederlander Concerts, a leading concert promoter, in various strategic venue transactions; The Yucaipa Companies in various PIPE transactions, private investments in media and entertainment companies, and restructuring transactions; Universal Music Group and Universal Music Publishing Group in various strategic transactions, including the acquisition/formation of music labels and music management companies (20+), venture capital/strategic investments, and various acquisitions and dispositions of business lines and assets; investors in purchasing interests in major sports franchises (Los Angeles Lakers, Golden State Warriors, Boston Red Sox, Washington Commanders, and Minnesota Timberwolves); and the San Diego Chargers in the team's Los Angeles relocation.

Kevin was recently ranked by *Chambers USA* as a leading corporate M&A practitioner, as well as a leading transactional Media and Entertainment practitioner and described as "extremely knowledgeable, exceptionally responsive and an excellent strategic thinker." Kevin was selected by his peers for inclusion in the 2024 and prior editions of *The Best Lawyers in America*© in the area of Corporate Law. He was also recognized in *Variety's* Legal Impact Report in 2026 and prior years, and has been regularly included in the Dealmakers Impact Reports as one of the top attorneys in entertainment and media. In 2019 and prior years, the *Los Angeles Business Journal* named him among its Most Influential Minority Attorneys in Los Angeles, featuring 62 "stellar minority attorneys in the LA region." In addition, the *Los Angeles Business Journal* named him to its 2022 Top 100 Lawyers in Los Angeles list. Kevin was named to *The Hollywood Reporter's* 2026 Power Sports Lawyers list, and was also listed in The Hollywood Reporter's 2023 and prior Power Lawyers List, which features 100 of the most influential entertainment attorneys in the industry, and was featured in *Law360's* Dealmakers Q&A. In 2026, Kevin was named among the 500 Leading Global Entertainment, Sports & Media Lawyers by *Lawdragon.*

Kevin serves on the Board of Advisors for the Ziffren Center for Media, Entertainment, Technology and Sports at UCLA School of Law and on the Board of Directors of the Alliance for Children's Rights. He also served as president for five years of the Society to Aid the Retarded Inc., a non-profit corporation that provides housing and other services to mentally challenged adults and is an adjunct professor of law at Loyola Law School, where he teaches mergers and acquisitions.

Kevin received his Juris Doctor, *cum laude*, in 1992 from Harvard Law School. He received his Bachelor of Arts degree, *summa cum laude*, in 1988 from the University of California at Berkeley.

**Includes representations prior to Kevin's association with Gibson Dunn.*

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