

ILANNA E. BAVLI

T: (310) 789-1249
F: (310) 789-1249
ibavli@troygould.com

BIOGRAPHY

Ilanna Bavli's practice focuses primarily on entertainment, technology, and intellectual property transactions. She represents companies ranging from emerging to global, as well as individual rights holders and creative professionals such as producers, directors, authors, and writers. Clients trust her to precisely draft, negotiate, and advise on a broad spectrum of agreements, adeptly navigate complex rights matters, and provide strategic advice. She leverages her unique multidisciplinary background to help clients assess risks and find creative solutions, using a business-minded and detail-oriented approach.

Ms. Bavli's years of in-house experience in diverse roles at major studios and independent production and distribution companies give her a nuanced understanding of the dynamics of companies of all sizes and allow her to offer deep, practical insight into the entertainment industry. She has worked on some of the most successful franchises of all time, major award winners, groundbreaking television and film projects, and both innovative and high-profile distribution, financing, acquisition, and promotional deals. Her expertise covers all media and the full lifecycle of projects, enabling her to support clients who develop, produce, distribute, promote, publish, acquire, license, and perform services in connection with entertainment content. She also uses her technology knowledge to negotiate vendor agreements and provide strategic guidance as the industry evolves.

Ms. Bavli's proficiency with technology transactions and IP extends beyond the entertainment industry. She regularly advises on and negotiates SaaS, master services, software license, consulting, data processing, and other agreements for enterprise customers and vendors themselves. This includes crafting novel language respecting proprietary technologies and artificial intelligence. Drawing on her years conducting complex chain-of-title analysis for entertainment content, she performs due diligence and otherwise advises on IP aspects of mergers and acquisitions involving software and other IP. She also handles IP licensing and other matters for clients in the food and beverage industry and other sectors.

Professional Experience

Previously, Ms. Bavli developed her own legal and consulting practice, Eleven/11 Counsel & Strategy, through which she counseled clients on the development, production, and distribution of entertainment content and the services of innovative technology platforms and other vendors. She also served as outside general counsel and advised on the protection and licensing of IP assets, data processing, and investigative strategy, among other matters. She concurrently consulted for a leading copyright and music law boutique, where she handled all filmed content work, conducted complex copyright research and analysis, negotiated music catalog asset purchase agreements, and advised on symphonic live events based on iconic content. Her past multidisciplinary experience also includes managing investigative, digital forensics, data mapping, and cybersecurity engagements as a VP for global risk consulting firm Stroz Friedberg. Her entertainment law career originally began at O'Melveny & Myers and evolved through positions in the motion picture legal group at Paramount Pictures, as VP Business & Legal Affairs at Sidney Kimmel Entertainment, as SVP & Associate General Counsel at Summit Entertainment, and as VP Legal Affairs for Sony Pictures Worldwide Acquisitions.

Languages

Ms. Bavli is conversant in Spanish.

TroyGould ATTORNEYS

BACKGROUND

EDUCATION

J.D., Yale University, New Haven, Connecticut
B.A., Harvard University, Cambridge, Massachusetts

Accolades & Affiliations

State Bar/California Lawyers Association – IP Law Section
Film Independent
Make Good Inc., Leadership Committee
Yale in Hollywood, Co-Founder, Board Member – Legal Chair