



Bruce Tobey

Partner

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As co-head of the Firm's Entertainment and Media Practice, Bruce Tobey is a highly regarded entertainment transactions lawyer with more than a decade of executive experience. Bruce's practice covers all aspects of production, distribution, financing and licensing of feature film and television productions as well as digital media. He also provides strategic and operational advice to investors and companies in both traditional and new media.

Bruce is the former Chief Operating Officer of CBS Films, which he helped found, and oversaw all aspects of its motion picture development, production, and distribution businesses and operations. His executive duties included the negotiation of all of the company's strategic agreements, including key distribution and production arrangements.

Previously, Bruce served as Executive Vice President of Paramount Pictures Corporation. There he was responsible for the business, legal, and administrative operations of the company, including Paramount's digital entertainment division, and the financing of both individual films and slates, and was involved in the full range of key transactions and strategic decisions for the company. He also served as one of two Paramount representatives on the Motion Picture Association of America's Board of Directors. Bruce also served as an Executive Vice President of the Viacom Entertainment Group, which comprised businesses focused on television production and distribution, print publication, consumer products, theatres, and music publishing.

Before joining Paramount, Bruce was the General Counsel and Vice President of Broadband Sports, an "all-sports" on-line

Admissions

Bar Admissions
California

Education

University of California, Los Angeles,
J.D., 1984
University of California, Los Angeles,
B.A., 1981

business venture. Prior to that, Bruce was in private practice for over 15 years, during which time he specialized in entertainment transactions work and achieved the status of named partner at a firm of approximately 150 lawyers.

Honors & Awards

- Recognized as a “Notable Practitioner” in Banking, Industry Sector: Entertainment, and Mergers & Acquisitions by *IFLR1000* (2019-2020)
- Recognized as a leading lawyer in Entertainment, Sports & Media in California by *Chambers USA* (2019)
- Named a “Dealmaker” by *Variety* (2014-2018)
- Selected for inclusion in *Variety’s* Legal Impact Report (2018)
- Recognized by *Variety* magazine for excellence in the area of entertainment law (2013, 2015, 2018)
- Named a leading lawyer for Media, Technology and Telecoms: Telecoms and Broadcast: Transactional by *Legal 500* (2013, 2017-2018), and recommended for Media, Technology and Telecoms: Media and Entertainment (2019)
- Named a “Dealmaker” by *The Hollywood Reporter* (2017)
- Named to the *Hollywood Reporter’s* Annual Power Lawyers list (2015)