

MICHAEL REINERT

The Law Offices of Michael L. Reinert
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Michael Reinert most recently served fourteen years as the Executive Vice President of Business & Legal Affairs for the Universal Motown Republic Group, a division of UMG Recordings, Inc. In that position, he had the pleasure of working with great talent such as Stevie Wonder, Elton John, Taylor Swift, Amy Winehouse, Lil Wayne, Nelly, Jack Johnson and many other platinum selling acts. Prior to joining Universal, Michael was the Vice President of Business & Legal Affairs for PolyGram Records, handling those duties for the legendary Verve Records label and Mercury Nashville Records where he worked with the likes of Diana Krall, Herbie Hancock and Shania Twain.



Prior to taking the position at PolyGram, Michael was an associate at the firm of Mayer, Katz, Baker, Leibowitz & Roberts, where he worked as the primary attorney for Atlantic Records and Electra Records, both of which used the firm as their Business Affairs Department (Atlantic) and Legal Department (Electra). It was here where he first worked with Mel Lewinter and Doug Morris, two legendary figures in the industry now running the Sony Music Group, with whom Michael still has a close personal and working relationship.

In an interesting and rewarding diversion from his years in practice, Michael served for four years as Vice President of Rowe International, the Video Jukebox Division. Rowe is the largest manufacturer of jukeboxes in the world and had developed the first Video Jukeboxes to be distributed in the United States. Drawing on his prior experience as a radio programmer, Michael was responsible for both the programming of all the diverse reels of videos serviced to locations as well as all of the legal and business affairs matters pertaining to the licensing of music videos for the project. In this capacity Michael helped create, draft and negotiate some of the very first commercial music video licenses that the music industry had encountered. By wearing these two hats for Rowe, Michael established many important contacts and relationships with record label and music publishing executives who to this day are strong influences in the industry and with whom he works regularly.

Michael was an Adjunct Professor of Law at his alma mater, The Benjamin Cardozo School of Law of Yeshiva University ('82), for ten years teaching Contract Drafting and Negotiation in the Music Industry. He has been a contributing editor to the Practising Law Institute volumes on the same subject and continues to lecture at various schools and seminars around the country. He recently served three years as the Chairman of the Entertainment Law Initiative of the Grammy Foundation, a division of the NARAS, which focuses on legal education programs for aspiring entertainment attorneys, and still sits on its Board of Directors. Michael is a frequent moderator and panelist at entertainment industry programs and conferences, including South by Southwest

and The Synch-Up Conference at the New Orleans Jazz & Heritage Festival and various CLE programs sponsored by the ELI, including his now annual Fall event at Cardozo.

Michael sits on the Board of Directors of the Multiple Myeloma Research Foundation and was honored with their Courage & Commitment Award at their 2010 Gala Event. Michael was formerly on the Board of Directors of The TJ Martell Foundation, one of the oldest and well known music industry charities, for ten years and has worked with the Martell Foundation for over twenty years in helping them achieve remarkable success in the fields of leukemia and breast cancer research. He is the co-founder of their annual Family Day Event which is now their largest annual event and is in its 14th year. Michael and his family were the Family Day Honorees in 2003.

Michael also sits on the Artistic Advisory Counsel of the Naked Angels Theatre Company, a leading non-profit theatre group in New York, who recently produced his acclaimed one-man show "So Tell Me, What Can I Do?" Off-Broadway. All proceeds from the "So Tell Me, What Can I Do?" project go directly to benefit the MMRF.

Michael attended the Horace Mann School in Riverdale ('75) and Tulane University in New Orleans ('79), a place he considers his second home. He lives in Manhattan with his wife of over 30 years, Karen. They have one beautiful daughter and two even more beautiful grandchildren.