SASHA SAFAVI LAUNCHES SYNDICATE, A NEW KIND OF LAW FIRM BUILT FOR COMPANIES, CREATORS AND ATHLETES

Former UnitedMasters Head of Legal & Music Licensing launches multidisciplinary firm with Overtime, Audiomack, UnitedMasters and Rebellion Records as clients

LOS ANGELES, CA, UNITED STATES, September 18, 2026 / EINPresswire.com/ -- SASHA SAFAVI LAUNCHES SYNDICATE, A NEW KIND OF LAW FIRM BUILT FOR COMPANIES, CREATORS AND ATHLETES

Former UnitedMasters Head of Legal & Music Licensing launches multidisciplinary firm with Overtime, Audiomack, UnitedMasters and Rebellion Records already under counsel

Syndicate is a boutique law firm providing high-level representation and strategic counsel to select companies, creators, and athletes.

Today, leading entertainment attorney and dealmaker Sasha Safavi, a 2026 Billboard Indie Power Player and 2026 Lawdragon 500 Leading Global Entertainment, Sports & Media Lawyer, formally departs from UnitedMasters to launch Syndicate - a boutique law firm entering the market with an established roster of notable talent and companies already under counsel, including leading sports media company Overtime; global music streaming service Audiomack; one of the music industry's fastest-growing independent labels - Rebellion Records; and platinum selling artists and producers across genres. Apple-backed and artist-first distribution platform UnitedMasters continues its relationship with Sasha as a client of the newly launched firm.

The firm provides high-level legal representation and strategic counsel to preeminent companies, creators and athletes across the entertainment, media and technology industries.

Fueled by an early and profound fascination with the music business, by 26, Sasha was leading global content licensing agreements at TuneCore, negotiating deals directly with YouTube, Spotify, Amazon and overseas conglomerate Tencent. Sasha then served as Head of Legal & Music Licensing at UnitedMasters and its sister-company Translation, where he supported more than $250 million in commercial transactions during his tenure overseeing the departments. Now at Syndicate, he draws on that experience to build a firm around the increasingly interconnected businesses of today's creators, athletes and the leading companies driving culture forward.

Syndicate is built for that reality; less like a traditional law firm and more like a modern operating company and business partner. The firm operates across three core divisions - Creators, Athletics and Corporations. The internal team extends beyond attorneys to include in-house talent scouts, data analysts and engineers that are building Syndicate's own proprietary AI legal solution named Aaliyah - a nod to the late R&B icon. By building its tools in-house, Syndicate is able to move at a speed traditional firms aren't built for, getting deliverables out faster and deals closed quicker.

Today's leading artists and athletes no longer bring ideas to life or play matches; they run full-stack businesses built on brands, intellectual property and ventures, while the hottest companies need to move seamlessly between these same worlds of entertainment, media and technology. Syndicate is designed to meet its roster in that convergence, counseling them not across isolated deals, but over the lifecycle of their business in the modern ecosystem.

ABOUT SASHA SAFAVI

Sasha Safavi is a leading entertainment attorney and dealmaker with a track record of architecting high-stakes transactions across entertainment, media, sports and technology. Previously, Sasha served as the Head of Legal and Music Licensing at UnitedMasters and Translation, where he oversaw more than a quarter billion dollars in transactions during his tenure overseeing the department. He's helped structure first-of-its-kind music programs for the NFL, NBA, and TikTok and negotiated a-list celebrity talent deals on behalf of Fortune 500 brands. He played a key legal role in signing and overseeing the legal affairs for platinum-selling artists across a spectrum of genres including R&B, Country, Hip-Hop, Latin and Indie Rock. Sasha helped structure the music distribution deals for FIFA's 2022 World Cup; and he has managed legal affairs for global campaigns with brands such as AT&T, Meta, and McDonald's - helping win Clio's and Sports Emmys along the way. His deal-making has achieved accolades such as being named a Billboard Power Player and listed as a Lawdragon 500 Leading Global Entertainment, Sports & Media Lawyer. His work spans the music and entertainment industry, talent representation, acquisitions, brand collaborations, product launches, complex licensing arrangements, large-scale events, and high-profile deals across sports, gaming, and original content. Sasha's unconventional journey across cities and industries shaped his approach to dealmaking. Originally from Toronto, he grew up in 11 different homes and attended 11 schools across Toronto, Philadelphia and New York. By 26, he was leading global content licensing at

TuneCore, negotiating deals with Spotify, Apple Music, YouTube, Amazon and Tencent. That early experience evolved into a career spanning entertainment, media, technology, sports and brand partnerships, ultimately inspiring the creation of Syndicate and its modern, interconnected approach to representing creators, athletes and companies. The firm enters the market with an established roster of notable companies already under counsel, including sports media company Overtime; music streaming and artist discovery platform Audiomack; music distribution and technology platform UnitedMasters; independent record label Rebellion Records; and multi-platinum selling artists and producers across genres.

ABOUT SYNDICATE
Syndicate is a boutique law firm providing high-level representation and strategic counsel to select companies, artists, and athletes. Syndicate brings together attorneys, talent scouts, data analysts and AI engineers under one multidisciplinary model designed around the increasingly interconnected business needs of modern creators, athletes and companies. The firm represents clients across talent representation, the music business, acquisitions, brand collaborations, product launches, licensing arrangements, corporate transactions, large-scale events and other commercial opportunities across entertainment, sports, media and technology.

CONNECT WITH SYNDICATE & SASHA SAFAVI:

WEBSITE

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