

NEW COMPANY PRESS RELEASE

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**Film And Television Production Company Orenda Media Group Announces Company Expansion And Names New Partner**

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**EXCLUSIVE:** Film and television production company Orenda Media Group is expanding its business model by launching a new key affiliate.

Founding Partners Teddy Cannon and Adam Roberts are initiating, *TAG It! Legal, Rights & Clearances*, a legal advisory and television and film rights and clearances service under one roof. Joining them is veteran entertainment lawyer Gerald Gottesman. With over 50 years collective experience dealing in all facets of the entertainment industry, the rights & clearance/legal advisor hybrid efficiently handles all a production's legal counsel and clearance issues - third party asset budgeting and acquisitions, asset archiving & tracking, release management, deliverables, manage & secure 3rd party IP licenses, assure clearance insurance protections, complete legal advisory review of episode cuts and provide fair use riders.

Cannon and Roberts have been working as a rights & clearances duo working on productions for Pearl Street Films, Endemol Shine, Mo Funny Productions, Mass Appeal, The Springhill Co, Little Walnut Productions and many more. Gottesman has handled legal duties on *LBJ*, *Crash*, *The Maiden Heist*, *Shock and Awe*, *Wind River*, *The Illusionist* and more, at The Disney Channel, The Yari Film Group, Blue Rider Pictures, and further clientele.

"We're delighted to be working with Gerald - his long track record and experience navigating the waters of the clearance ocean on the legal end is the perfect addition to our crew. We've seen the evolution of what archival, rights, and clearances is becoming and to have him on the team to offer a one stop shop is a real game changer for timing and cost structure." Roberts says. "Our roles on a production work so closely with entertainment legal firms, we knew simplifying the equation by wrapping both into one service would be a win/win for all. By merging the two, we condense multiple communication threads into one clear channel, eliminate the volley of legal documents and provide instant legal review and feedback.", says Cannon. *Tag It!* Legal, Rights and clearances is receiving a warm welcome from the entertainment industry with their mission to streamline the oft overlooked clearance element of production.

Learn more about *TAG It!* and its services at [www.tagitclearance.com](http://www.tagitclearance.com).