

Joseph P. Salvo currently serves as Executive Vice President and General Counsel of Sesame Workshop, the home of Sesame Street, where he has responsibility for all Business & Legal Affairs of the organization as well as for Government Affairs. Immediately prior, he served as General Counsel of HiT Entertainment, an international children's entertainment company that owns such pre-eminent pre-school brands as Barney, Thomas the Tank, Bob the Builder and Angelina Ballerina, and had responsibility for a combined Legal & Business Affairs team in NYC and London. Between 2012 and 2015, while serving as HiT's General Counsel, he also served as Vice President & Associate General Counsel at Mattel, Inc., (which acquired HiT in February, 2012) with shared responsibility for the Mattel Legal & Business Affairs group. Sesame Workshop, HiT and Mattel all are and have been involved in all forms of audio and audiovisual production and licensing, including television, film, audio, digital services and home video, as well as licensing out brands for books, publishing and consumer products.

Prior to joining HiT, Mr. Salvo spent 13 years working for a combination of Sony Music, Arista Records and Sony BMG Music Entertainment, where he was involved in a wide variety of contract, licensing and intellectual property issues and personally handled contract negotiations and drafting for such diverse artists as Bruce Springsteen, Celine Dion, Whitney Houston, Yo Yo Ma and John Mayer. Mr. Salvo started his career as a litigator at Weil Gotshal & Manges in NY, where he concentrated on copyright and IP litigation, counseling many of the largest internet music service providers on international publishing and sound recording rights issues, including Apple, MySpace, Yahoo, AOL, Pandora, MediaNet and Sony, and coordinating the trial team for the UK Copyright Tribunal proceeding that set the first-of-its-kind UK publishing rates for internet distribution of music on behalf of a number of digital services.

Mr. Salvo served as President of the Copyright Society of the USA from June 2012-14, and has been an adjunct professor of law at St John's University School of Law, teaching Entertainment Law since 2001. He is a frequent lecturer at law schools, bar associations and colleges on copyright, entertainment law and entertainment law issues.