



HiT entertainment

Joseph P. Salvo
Senior Vice President and Global General Counsel
HIT Entertainment

Joseph P. Salvo serves as Senior Vice President and Global General Counsel of HIT Entertainment, one of the world's leading independent children's entertainment producers and rights owners. HIT's portfolio of classic preschool brands includes *Angelina Ballerina™*, *Barney™*, *Bob the Builder™* and *Thomas & Friends™*. As Global General Counsel, Mr. Salvo is responsible for leading HIT's legal and business affairs unit to provide guidance and counsel concerning all of HIT Entertainment's business activities and legal issues that span television and video production, publishing, consumer products licensing and live events across all territories worldwide.

Prior to becoming General Counsel to HIT, Mr. Salvo served as Special Counsel at Weil Gotshal & Manges from 2006 to 2008, where he counseled many of the largest internet music service providers on international publishing and sound recording rights issues, and helped coordinate the trial team for the service providers as part of the UK Copyright Tribunal proceeding that set the first-of-its-kind UK publishing rates for internet distribution of music.

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 also serves as a Trustee and Secretary of the Copyright Society of the USA, and is an adjunct professor of law at St John's University School of Law in NY. He graduated cum laude and holds a JD from St. John's University School of Law. Mr. Salvo has a BS from Rensselaer Polytechnic Institute and a MS from the State University of New York, Stony Brook.