MEYER UNKOVIC & SCOTT

ATTORNEYS AT LAW

Maxwell Briskman Stanfield

Partner

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Maxwell Briskman Stanfield serves as co-chair of the firm's Associates Committee. He is a business-minded transactional attorney who helps companies, entrepreneurs, investors, and creative professionals navigate complex legal and business matters with confidence. Drawing on more than a decade of experience, Maxwell advises clients across a broad range of industries on sophisticated transactions, strategic growth initiatives, and day-to-day business operations.

Maxwell's practice focuses on entertainment and media law, corporate and business law, mergers and acquisitions, franchise matters, and commercial real estate transactions. Known for his practical, solutions-oriented approach, he partners closely with clients to understand both the legal and commercial realities of their businesses and to craft strategies that protect their interests while advancing their goals. He prioritizes long-term relationships built on trust, collaboration, and practical results.

Maxwell is active in numerous professional and community organizations and frequently writes and speaks on topics involving corporate transactions, entrepreneurship, real estate, entertainment law, technology, and emerging business trends. He serves as one of the firm's Meritas lawyer contacts and is a member of the firm's Diversity and Technology Committees.

Entertainment and Media

In his entertainment and media practice, Maxwell represents agencies, production companies, influencers, artists, authors, designers, entrepreneurs, technology companies, and other creative-industry professionals. He negotiates and drafts a wide variety of industry agreements, including production, licensing, branding, advertising, talent, and filming location agreements, while also advising clients on intellectual property protection, business structuring, and related operational matters.

Mergers & Acquisitions

Maxwell advises business owners, investors, and lenders on a broad range of corporate and transactional matters. He regularly represents clients in mergers and acquisitions, financings, and other strategic transactions, guiding them through due diligence, negotiation, documentation, and closing while delivering practical, business-oriented solutions to complex legal issues. In addition, he has a broad corporate and business practice where he provides legal and business counselling for clients who want to start, manage, transfer, or exit a business. This frequently includes contract drafting and interpretation; corporate governance, regulation, and compliance; review, negotiation, and documentation of financing arrangements; drafting opinion letters; and

various nonprofit organization matters. From startups to established enterprises, Maxwell provides strategic counsel to support business growth and mitigate risk.

Franchise

Maxwell regularly advises franchisees, entrepreneurs, and business owners on a wide range of franchise-related matters throughout the life cycle of their businesses. He works closely with clients to analyze and interpret franchise disclosure documents, helping them understand their rights, obligations, and potential risks before making investment decisions. Maxwell also negotiates and reviews franchise agreements and related contracts, ensuring that key terms align with his clients' business goals and protect their interests.

Commercial Real Estate

In the commercial real estate space, Maxwell assists clients with acquisitions, sales, leasing, licensing arrangements, and development-related matters. He represents landlords, tenants, investors, developers, and borrowers in transactions ranging from routine commercial leases to sophisticated multi-party deals.

Capabilities

- Entertainment & Media Law
- Corporate & Business Law
- Real Estate & Lending
- Intellectual Property
- Nonprofit Organizations

Representative Matters

- Counsels businesses of all sizes, as well as individuals, with major transactions, corporate governance matters, a variety of contract drafting and interpretation matters, and day-to-day legal and business affairs.
- Assists clients with the selection, structure, and formation of business entities, including operational matters and ongoing entity counseling, as well as the pursuit of certifications with respect to business diversity and IRS tax-exempt status with respect to non-profit corporations.
- Represents clients with both stock and asset purchase and sale transactions.
- Drafts, negotiates, and reviews entertainment and media industry agreements, including but not limited to, filming location agreements, advertising industry agreements, literary agreements, film financing arrangements, licensing agreements, and multiple rights deals.
- Represents and advises individuals, businesses, developers, and investors in all facets of real estate acquisition, investment, development, and leasing, including drafting, negotiating, and reviewing purchase and sale agreements, and ancillary acquisition agreements.
- Represents franchisees in all phases of the franchise lifecycle, including evaluating opportunities, reviewing franchise disclosure documents, negotiating franchise agreements, and advising on operational, compliance, and exit strategies.

Awards & Honors

- Included in Best Lawyers of America® 2023, 2024, and 2025 Ones to Watch list for Business Organizations (including LLCs and Partnerships), Closely Held Companies and Family Businesses Law, Corporate Law, and Mergers and Acquisitions Law

- Included in Best Lawyers of America® 2022 Ones to Watch list for Corporate Law and Mergers & Acquisitions Law
- Included in Best Lawyers of America® 2021 Ones to Watch list for Mergers & Acquisitions Law
- 2019 Inductee into the Allegheny County Bar Foundation, Young Lawyer Fellows Program
- CALI Excellence for the Future Award (highest grade) in Advertising Law Practice, Southwestern Law School
- Edward Sell Distinguished Service Award, Washington & Jefferson College

Professional/Community Involvement

- Cardozo Society, Jewish Federation of Greater Pittsburgh, Chairperson
- Pittsburgh Arts & Lectures, Board Member
- The Washington & Jefferson Alumni Pre-Law Advisory Committee, Committee Member
- Children's Trust UPMC Children's Hospital Foundation, Trust Member
- Jack Heinz Advisory Board, Pittsburgh Symphony Orchestra, Member
- ICSC+LAW Symposium OH/KY/IN/MN/PA Committee, Committee Member
- Allegheny County Bar Association
    - Corporate, Banking, & Business Law Section, Member and Past-Chairperson
    - Real Property Section, Member
    - Arts and the Law Committee, Member
- Pennsylvania Bar Association
- American Bar Association
- Phi Alpha Delta Law Fraternity, International

Bar Admissions

- Pennsylvania
- California
- District of Columbia
- New York

Court Admissions

- Supreme Court of the United States
- U.S. District Court for the Western District of Pennsylvania
- U.S. District Court for the Central District of California

Education

- J.D., Southwestern Law School, 2011
    - Copy Editor & Senior Staff Writer, *The Commentator*
- B.A., Washington & Jefferson College, 2008

Writing/Speaking

- CLE Presenter, "Filming Location Agreements, an Overview and Approach," PBI Real Estate Update 2026, June 17, 2026.

- Introduced Christopher Littlefield, best-selling author and motivational speaker, in connection with his presentation “The Art of Recognition & Engagement,” The Institute for Entrepreneurial Excellence, University of Pittsburgh, February 13, 2026.
- Presenter, “Legal Considerations for Photographers: Entity Selection, Tax Elections, Contract Fundamentals,” Jared Wickerham Photography Class, January 13, 2026.
- Commencement Speaker, The Institute for Entrepreneurial Excellence, Entrepreneurial Fellows Class of 2025, University of Pittsburgh, December 10, 2025.
- CLE Presenter, “Filming Location Agreements, an Overview and Approach,” PBI Real Estate Institute 2025, December 5, 2025.
- Co-Presenter, “Business Practices & Considerations for a Healthy Business,” Institute for Entrepreneurial class presentation, September 18, 2024.
- Webinar Presenter, “Freelancers, Solopreneurs, Entrepreneurs, and Consultants: How to Tackle Legal Issues and What to Look Out For,” May 2, 2024.
- Introduced Jeffrey B. Cohen, Esq., Attorney, Author and Retired Child Actor (most notably for his role as ‘Chunk’ in the cult Richard Donner/Steven Spielberg film The Goonies), in connection with his presentation “Chunk, Esq., From Belly Shaker to Deal Maker,” The Institute for Entrepreneurial Excellence, University of Pittsburgh, April 25, 2024.
- Webinar Presenter, Chatham University Center for Women’s Entrepreneurship, “Corporate Transparency Act – What You Need to Know,” March 21, 2024.
- Moderator, ICSC OKIMP Retail Development & Law Symposium, Columbus, Ohio, “Corporate Transparency Act – What it is and What to Expect,” March 1, 2024.
- “Filming location agreements, an overview and approach,” Lawyers Journal, The Journal of the Allegheny County Bar Association, (25)20, October 6, 2023.
- “Name, Image, and Likeness in Pennsylvania Collegiate Athletics,” MUS Client Alert, August 14, 2023.
- Panelist, Founder Institute Pittsburgh, April 4, 2023.
- Podcast Guest, Smell Ya Later Podcast, “How do you trademark a scent?” March 28, 2023.
- “Breaking Down the Updates to Pennsylvania’s Associations Code,” The Legal Intelligencer, March 9, 2023.
- Roundtable Leader, ICSC+U.S. Law, Orlando, Florida, on the topic, “Technology in Real Estate: Current Landscape & Emerging Trends,” October 28, 2022.
- “Operating Agreements: Why They Matter and What to Include” The Legal Intelligencer, October 13, 2022.
- Author of Filming Location Agreements: An Overview and Approach, published October 2022.
- CLE Presenter, PBI Day of Real Estate West 2022 on the topic “Filming Location Agreements – an Overview,” July 19, 2022.
- "The Growing Importance of ESG for Corporate Clients" The Legal Intelligencer, June 1, 2022.
- CLE Co-Presenter, Pittsburgh Paralegal Association on the topic, “Ethical Considerations of Sitting on a Non-Profit Board,” May 18, 2022.
- Panelist, 2022 Meritas Annual Meeting, London, England, “Moving Forward: Advancing DE&I in Our Firms & Profession,” May 6, 2022.
- “Important Considerations When Advising New Small Business Owners,” The Legal Intelligencer, April 1, 2022.

- Roundtable Leader, ICSC OKIMP Retail Development & Law Symposium, Columbus, Ohio, on the topic, "The Impact of ESG (Environmental, Social, and Governance) Requirements on Retail Real Estate and its Impact on Tenants, Leasing Requirements, and Store Operations," March 18, 2022.
- "Maintaining Corporate Formalities Is an Essential Piece of Proper Business Operations," The Legal Intelligencer, February 9. 2022.
- CLE Co-Presenter, Meyer Unkovic & Scott LLP CLE, on the topic "Ethical Considerations of Sitting on a Non-Profit Board," December 8, 2021.
- "Tax Advisory: Payment App Tax Rule Changes," MUS Blog. November 17, 2021.
- "Real Estate Advisory: City of Pittsburgh Rental Registration and Inspection Schedule Gains Final Approval," MUS Blog, November 5, 2021.
- "Buy/Sell Provisions Should Not Be Ignored: What to Consider When Drafting," The Legal Intelligencer, November 12, 2021.
- CLE Co-Presenter, Celesq West Legal Ed Center, "NFTs – How Do They Fit in the Existing Legal Framework?" August 24, 2021.
- "Managing the Transition as LIBOR's End Looms," The Legal Intelligencer, July 19, 2021.
- "A Primer on NFTs: What Do You Really Own?" The Legal Intelligencer. May 26, 2021.
- Moderator, Jewish Federation of Greater Pittsburgh, Cardozo Society Panel "What They Don't Teach You in Law School," Wednesday, May 19, 2021.
- "Contributions of the Jewish People to American Culture," MUS Diversity & Inclusion Newsletter, May 2021, Vol. 2 Issue 5.
- Roundtable Leader, ICSC OKIMP Retail Development & Law Symposium, Virtual, "What's the Deal? Due Diligence Similarities and Differences in Real Estate Acquisitions vs. Corporate Acquisitions," April 23, 2021.
- Panelist, Duquesne Law School Corporate Law Society Panel, April 7, 2021.
- "Continued Barriers to Racial and Gender Equity in the Legal Profession," MUS Diversity & Inclusion Newsletter, April 2021, Vol. 2 Issue 4.
- "PPP Loans in M&A Transactions: Assessing the Position and Allocating the Risk," The Legal Intelligencer, March 25, 2021.
- "The Push for Board Diversification Will Continue – Don't Be Left Behind," The Legal Intelligencer, February 25, 2021.
- Co-Presenter, Allegheny County Bar Association, Young Lawyers Division, "Things They Don't Teach You in Law School, Session 2: Building Business," February 18, 2021.
- CLE Webinar Co-Presenter, Meyer Unkovic Scott LLP, "COVID Talking Points Every Practitioner Should be Familiar with When Talking to Clients," January 28, 2021.
- "A Year-End Legal Checklist for Corporations," The Legal Intelligencer, November 6, 2020.
- "Visual Arts and Property Owners: Be VARA Careful," Residential Resource. 31(10), 12, 32, Oct/Nov 2020.
- "Client Advisory: Securities and Exchange Commission Modification to 'Accredited Investor' Definition," MUS Client Advisory, September 28, 2020.
- CLE Webinar Presenter, Allegheny County Bar Association, "Force Majeure and Defenses to Contract Performance in the COVID Landscape," July 24, 2020.
- "Sweepstakes, Contests and Lotteries: Businesses Win by Following the Rules," The Legal Intelligencer, July 7, 2020.

- “Impossibility of performance – COVID-19 and ‘force majeure’,” Lawyers Journal, The Journal of the Allegheny County Bar Association, (22)9, April 24, 2020.
- CLE presenter, PBI Day on Real Estate Pittsburgh, on the topic, “Representing Clients in the Marijuana Business,” March 5, 2020.
- “Regulation A and Regulation Crowdfunding – What’s Best for Startups,” The Legal Intelligencer, March 2, 2020.
- Roundtable leader, ICSC OKIMP Retail Development & Law Symposium, Columbus, Ohio, on the topic, “Lights, Camera, Action! Filming Location Agreements and Shopping Centers,” February 28, 2020.
- “Filming Location Agreements: Lights, Camera...Negotiate...Action!” The Legal Intelligencer, February 7, 2020.
- “Real Estate Law Client Advisory: Thinking of Investing in Short-Term Rentals? Make Sure You Know the Local Laws,” MUS Blog, January 14, 2020.
- “Entertaining the Idea of Starting a Loan-Out Corporation,” The Legal Intelligencer, November 7, 2019.
- Roundtable leader, ICSC U.S. Law Conference, San Diego, California on the topic, “Repurposing Retail and Thinking Outside the Box: The Changing Landscape of Malls and Big Box Stores,” October 25, 2019.
- “Breaking Down Benefits and Burdens When Nonprofits Restructure,” The Legal Intelligencer, July 22, 2019.
- “What Venture Capitalists Are Looking for From a Startup,” The Legal Intelligencer, May 3, 2019.
- “Understanding Private Placement Memoranda and When to Use Them,” The Legal Intelligencer, March 12, 2019.
- “Demystifying Phantom Stock,” The Pittsburgh 100, February 26, 2019.
- "What to Remember as an Attorney Serving on a Nonprofit Board," The Legal Intelligencer, October 17, 2018.
- CLE Co-Presenter, Alcoa/Arconic on the topic, “Ethical Considerations of Sitting on a Non-Profit Board,” August 23, 2018.
- “Business Workshop: Judge prevents Starbucks from closing 77 failing Teavana Stores,” Pittsburgh Post-Gazette, January 16, 2018.
- “Not Their Cup of Tea,” MUS Blog, January 3, 2018.
- “Starting a New Business in a World of Cyber Threats,” MUS Blog, September 26, 2017.
- “What’s Your Biggest Weakness?” At Issue, Pennsylvania Bar Association. Young Lawyers Division, Winter 2017.
- “Hiring Character. Training Skill.” At Issue, Pennsylvania Bar Association, Young Lawyers Division, Fall 2016.
- “Dodging Disaster: Overcoming Disenchantment and Depression in the Legal Profession,” At Issue, Pennsylvania Bar Association, Young Lawyers Division, Fall 2016.
- “Exploring the Diversity of Books,” Summer’s in Session - What We’re Reading, The Pennsylvania Lawyer Magazine, 38(4), July/August 2016.
- “The Artificially Intelligent Lawyer,” At Issue, Pennsylvania Bar Association, Young Lawyers Division, Winter 2016.
- “No-Holds-Barred Exams,” At Issue, Pennsylvania Bar Association, Young Lawyers Division, Fall 2015.
- “Pros(e) and Con(versation)s,” At Issue, Pennsylvania Bar Association, Young Lawyers Division, Spring 2015.
- “A New Model for the Model Rules?” At Issue, Pennsylvania Bar Association, Young Lawyers Division, Winter 2014.

- “The Great Loan Languish,” At Issue, Pennsylvania Bar Association, Young Lawyers Division, Summer 2013.
- “Social Media and the Boss’s Orders,” At Issue, Pennsylvania Bar Association, Young Lawyers Division, Spring 2013.