

Sapna Lal is the president and founder of The Lal Firm, LLC, a specialized entertainment law firm with offices in New York, Los Angeles and Miami offering legal services as well as consultation in strategic marketing and event production. With over a decade of experience, Sapna leads her firm as a consultant and provides counsel and representation in the fields of music, film, TV, fashion, festivals, advertising and digital media. Focus areas include general business strategy, copyright and trademark matters, contract development and negotiations, and talent bookings.

After honing her legal skills as an attorney and account executive for two New York City firms, Sapna continued to add breadth to her development as Head of Business and Legal Affairs for LinkUp Media, Inc. Sapna's vision helped LinkUp Media expand its creative offerings, pushing production and content development for its various entities including the launch of Jamrock Magazine. There, she also produced some of the top reggae shows in the country featuring artists such as Sean Paul, Beenie Man, The Marleys, Beres Hammond, Marcia Griffith, and several others. Sapna goes beyond traditional legal work to act as a representative/producer for concerts, seminars, and corporate events in the United States and abroad. Currently, Sapna represents various promoters and clients in Africa, Canada, the Caribbean, Dubai, Europe and the United States with annual music festivals and private events.

A citizen of the world and student of culture, Sapna speaks three languages (English, Spanish and Hindi), and is able to connect with individuals from various backgrounds. She provides assistance and expertise to American Bar Association, sits on the board of the Caribbean Cultural Center, and volunteers for Equality Now, a non-profit organization aimed at ending human trafficking. Through her diverse background and experiences, Sapna has leveraged her skills for domestic and international clients in business management, production and legal matters.

Sapna leads an active lifestyle balanced by her spirituality with hobbies ranging from travel, to boxing, dance, Capoeira and poetry. As an advocate for human rights and copyrights, Sapna is devoted to making a difference utilizing music, arts and entertainment.