

ONE DEGREE CLOSER TO HOWARD HERTZ

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PHOTOGRAPHED BY HOLLY GREEN

“**G**rowing up, I was never really a serious musician,” says Howard Hertz. “It was just a hobby.” Now it’s both his career and his part-time job. Hertz is an entertainment attorney representing artists like Eminem, but he’s also managing a rock band (The GO) and a jazz singer (Jesse Palter). “Everyone thinks it’s a fun job, but it’s a lot of work,” Hertz says about his law firm, which he helped launch three decades ago. “It’s mostly copyright infringement—and tons of contracts.” Three years ago, he sued Apple and MTV over an iTunes commercial that used Eminem’s “Lose Yourself” with-

out permission. Did he win? “I can’t tell you all the details because it’s confidential,” Hertz says. “But the commercial was shown on MTV for maybe one day.” Every so often, Hertz gets a case that reminds him of his early days as a public defender trying murder cases. “I represented Eminem when he got in trouble on a weapons charge in 2000.” However, the two musical acts he represents are much more laidback. The GO are “late ’60s/early ’70s-style rock, kind of The Beatles and The Beach Boys,” while Jesse Palter is a 21-year-old singer he met when she was only 16 and she wanted to be Britney Spears. Thankfully, it was just a phase. •



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