

HALL BOOTH SMITH, P.C.



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Attorney at Law

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Biography

Michael J. Price is an associate in Hall Booth Smith's Atlanta office, where he is a member of the firm's entertainment practice group. His work spans production legal, corporate transactions, and litigation, with a focus on serving clients in the media, entertainment, and broader business sectors.

Michael brings firsthand experience in the entertainment industry to his legal practice. Before becoming an attorney, he worked in production roles across film, television, and reality formats, including time as a producer and Director of Production Tax Incentives at a Georgia-based production finance firm. His deep understanding of industry operations informs his current work, which includes structuring production financing, negotiating executive producer and talent contracts, and advising on Georgia film tax credit strategies—having facilitated more than \$20 million in transactions.

In addition to his entertainment law practice, Michael also represents clients in business litigation, medical malpractice, and general liability matters. He previously served as outsourced General Counsel for a Georgia production company, facilitated a

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strategic investment partnership for a specialty entertainment insurance broker, and helped secure a multimillion-dollar working capital credit facility for a performance marketing firm. His work often bridges legal, business, and creative concerns with a practical, solutions-oriented approach.

Michael earned his J.D. from Georgia State University College of Law, where he also received a Certificate in Entertainment, Sports, and Media Law. He graduated *summa cum laude* with a B.B.A. in Finance from Georgia State's Robinson College of Business.

He is a member of the Georgia Production Partnership, where he serves as Treasurer, and is active in the American Bar Association's Forum on the Entertainment and Sports Industry and the Atlanta Bar Association.

Credentials

Admitted

State Courts:

- Georgia

Education

- J.D., with Certificate in Entertainment, Sports, and Media Law, Georgia State University
- B.B.A., *summa cum laude*, Georgia State University

Memberships

- Georgia Production Partnership (GPP)- Treasurer
- American Bar Association - Forum on the Entertainment and Sports Industry
- Atlanta Bar Association

Publications

[Navigating Georgia's Updated Film Tax Credit Program](#)

Tax Notes, November 2025

In the Press

[A Practical Way to Reduce State Income Tax Exposure](#)

February 5, 2026

Many companies and high-net-worth individuals assume state income tax liability is fixed. In many cases, it is not. Several states operate long-standing, lawful transferable tax credit programs.

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[Navigating Georgia's Updated Film Tax Credit Program](#)

November 3, 2025

In a recent article published by Tax Notes, Michael J. Price shares what the mandatory audit implementation in House Bill 129 and House Bill 475 mean for Georgia's film and television production industry.

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HBS Expands Entertainment Practice Group as Georgia Film Lawyers and Dealmakers Don Mandrik and Michael Price Join Firm

September 29, 2025

Hall Booth Smith, P.C. is excited to announce the expansion of its Entertainment Practice Group with the addition of two highly accomplished individuals based in Atlanta's thriving entertainment community with extensive knowledge of the entire ecosystem of legal, financial, and content production matters across film, television and digital media.

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