

## SOCIAL MEDIA INFLUENCERS



Social media influencers in the arts, entertainment, media, and sports can face numerous opportunities and challenges as they expand their sphere of influence online and grow their brand and business. These issues must be expertly handled in a manner that addresses the legal and technology nuances of social networks including YouTube, Instagram, Twitter, Snapchat, and Facebook. Our lawyers advise clients on how to navigate the positive and negative impacts this emerging industry has on business goals. We are experienced at counseling clients at every stage of business growth and brand management, including trademark prosecution, licensing, contract negotiations, business creation, regulation compliance, and market penetration. We also work with business and personal managers, agents, attorneys, and other advisors who represent professional entertainers, athletes, and others in these high-profile industries.

### Brand Protection Services

We successfully and cost effectively guide our clients through the complex issues encountered in brand protection, enabling them to obtain and keep a competitive advantage. We manage numerous trademark filings and registrations in 150 countries and advise clients in all aspects of brand portfolio development and protection strategies, including:

- Global portfolio management
- Trademark clearance, counseling, and prosecution
- Trademark litigation
- Trademark counseling and licensing
- Trade dress protection and litigation

Additional services include:

- Drafting and negotiating influencer agreements
- Data protection and cybersecurity
- Business transactions
- FTC compliance
- Financial planning and restructuring

- Joint ventures and other strategic business relations, transactions, and alliances
- Equity transactions
- Products liability