

Speaking Engagements | August 21, 2025 | 1:00 PM - 2:30 PM ET

Contracting, Product Integration, Clearance for Content Creation: Risk Mitigation

Webinar

SPEAKERS

[LuAnne Morrow](#)

Thursday, August 21 • 1:00 – 2:30 p.m. ET

LuAnne Morrow will serve as a panelist for a CLE presentation hosted by Strafford, titled “Contracting, Product Integration, Clearance for Content Creation: Risk Mitigation,” on August 21, 2025.

This CLE webinar will guide IP and brand counsel on the issues arising from creating and exploiting sponsored content. The panel will address contracting with content creators as well as product clearance and integration. The panel will offer best practices for content creation to reduce the risk of infringement and increase brand protection.

Social networking websites host billions of users worldwide, with users and sites continuing to grow exponentially. The explosion of social media has provided brand owners another avenue to reach potential customers to generate revenue. Among other things, companies are increasingly working with content creators to promote their products and services. Similarly, content creators often use brands to enhance their presence by driving traffic or act as a paid brand ambassador.

Both brand owners and content creators must understand how critical it is to understand copyright and trademark issues, as well as licensing when creating content that incorporates the intellectual property of others. Content creators should take steps to avoid infringement, and obtain permissions before posting, and understand what regulatory requirements impact their paid posts. Brand owners must carefully monitor to protect against infringement, and ensure their contracts with creators contain protections for their IP rights, brand reputation and regulatory compliance obligations.

This panel of IP attorneys will examine legal issues involved in content creation. The panel will discuss content creator contracting along with product clearance and integration. The panel will also offer best practices for content creation to reduce the risk of infringement and increased brand protection.

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