

## Model Behavior – A Primer on How to Draft & Negotiate Agreements With Models & Influencers

Via Webinar  
07.20.2017

9:00 a.m. - 10:00 a.m. PST  
12:00 p.m. - 1:00 p.m. EST

### **CLICK HERE TO REGISTER**

Models have always been the face of fashion brands. Today celebrities are models and models are celebrities. Some are even brands. With the rise of social media, advertising, including influencers, is now entertainment and an integral part of life and communications online.

Join us for a complimentary 1-hour program as we cover:

- The rise of social media and model/influencers and impact on advertising
- What you need to know about modeling and talent contracts
- Understanding and negotiating
- Spelling out the nature and scope of services rendered
- Territory and usage clauses
- Labor law concerns (NY & CA)

Presented by  
**Theodore C. Max**, *Partner*, Sheppard Mullin

---

### **To Join:**

### **CLICK HERE TO JOIN THE MEETING**

Dial in for audio: 1800-901-9719  
Access code: 507 563

Meeting number: 715 791 297

*Can't join the meeting? Contact support.*

## MCLE Credit

### **New York**

This program has been approved in accordance with the requirements of the New York State Continuing Legal Education Board for a maximum of 1 credit hour which may be applied toward the areas of professional practice requirement, and is suitable for both transitional and non-transitional attorneys. Sheppard, Mullin, Richter & Hampton LLP is a State Bar of New York approved MCLE provider.

### **California**

This activity complies with standards for Minimum Continuing Legal Education prescribed by the California State Bar and is approved for 1 hour of MCLE credit. Sheppard, Mullin, Richter & Hampton LLP is a State Bar of California approved MCLE provider.

### **Illinois**

Participants can submit an application to the board to obtain Illinois credit.

Questions? Contact Casey Alexander.

## **Attorneys**

Theodore C. Max