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From Likes to Lawsuits — IP Pitfalls in Social Media Collabs (Rebroadcast)

Speakers

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ESG Law

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For Creators by Creators

Moderator

Ashar Philson
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This CLE session will address the growing intersection of IP law and influencer marketing, focusing on trademark infringement risks in social media collaborations. It will provide practical strategies for attorneys advising brands, influencers, and marketing agencies on protecting IP rights while navigating the rapidly evolving digital marketing landscape.

Topics

- Introduction to Influencer Marketing and IP Law
- Trademark Infringement Risks in Social Media
- Legal and Regulatory Framework
- Best Practices for Attorneys

Monday
October 26, 2026

MCLE Registration: 11:30 a.m. - 12:00 p.m.
Virtual Program: 12:00 - 1:50 p.m.

MCLE: 1 Hour

To receive MCLE credit, you must sign in during the designated MCLE registration period. This activity is approved for Minimum Continuing Legal Education credit by the State Bar of California.

BASF is a certified provider. Provider #103

Pre-registration is required.

Virtual Program

Zoom link will be provided prior to the program

Cost

Free for BASF Members
\$50 for Non-Members

Viewing Options



Live Webcast available, register at www.sfbar.org



Webcast Recording will be available. Register separately on our online platform.

Special Requests:

People with disabilities should contact BASF regarding reasonable accommodations at events@sfbar.org.

All are welcome, varying rates apply based on membership status.

Register online: www.sfbar.org/calendar

Event Code: G267022J