

WHAT INFLUENCERS NEED TO KNOW

**You create. We negotiate, protect,
and monetize.**

CALL US WHEN THEY SAY:

- / Joint venture
- / Equity ownership
- / Equity incentive
- / Stock, shares, units or membership interests
- / Guaranteed payment or distributions
- / Profits interest
- / Option
- / Phantom equity
- / Grant

Influencers hire Nixon Peabody to help them realize the value of their image and work through creative and strategic deal-making and negotiation. Working with clients in the beauty, fashion, food, beverage, technology, and entertainment industries, we excel at the intersection of business and brands, closing the gap between creative dreams and legal realities.

We work with social media personalities and content creators native to YouTube, Instagram, TikTok, Snap, and others. We also work with actors, writers, directors, producers, fitness professionals, athletes, musicians, and other celebrity talent and their representation in connection with:

- / Joint ventures, legal entities, and associated services contracts
- / Equity incentives as compensation for services, including advisor agreements
- / Brand protection and brand building, trademarks and copyrights, collaboration agreements, and global licensing deals
- / Endorsement, licensing, manufacturing, and distribution agreements
- / Book publishing and TV and film option agreements

For more information, please contact:



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