

BUSINESS INSIDER

The 13 leading attorneys and law firms that work with digital creators and influencers

- As the influencer industry matures, a growing number of law firms are working with internet stars.
- Attorneys help influencers navigate brand deals, IP and trademark disputes, and licensing contracts.
- Insider is recognizing 13 leading attorneys and law firms who focus on influencers and creators.
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Social-media influencers have become big businesses.

Influencer marketing alone is projected to grow into a [\\$15 billion industry](#) next year. And digital creators are branching out into other revenue streams to make money.

Sharma Law: Anita Sharma



Anita K. Sharma. Anita Sharma.

Anita K. Sharma is the founding managing partner at Sharma Law, an entertainment and IP law firm.

The company handles a variety of legal tasks for content creators, including brand sponsorship contracts, book deals, trademarks, and content licensing deals.

"I started in film and TV and really got into the digital space more in about 2013," Sharma told Insider. "That was kind of the tipping point when people started to realize, 'Whoa, these social media platforms — you can build a business. There's a lot of money to be made.'"

Sharma helped negotiate a contract between Nio Rooch and esports organization FaZe Clan, a content deal between YouTuber Michelle Khare and HBO Max, and helped beauty creator Brad Mondo launch a hair-care brand.

Sharma Law clients include: Joshua Weissman (4.17 million YouTube subscribers), Brad Mondo (6.97 million YouTube subscribers), Michelle Khare (2.37 million YouTube subscribers), Marlin Chan (3.43 million YouTube subscribers), Caroline Calloway (675,000 Instagram followers), Shan Boodram (471,000 Instagram followers), and Orion Carloto (738,000 Instagram followers).