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## Sharma Law Update August 2024

We are thrilled to support so many amazing clients.  
Here are some of their recent successes.



[Net Influencer](#) interviewed firm client [Steven He](#) on his "Formula For Building A 26-Million Follower Brand". In the interview, Steven shares his remarkable success story, which is marked by viral moments like his signature catchphrase, approach, audience-driven strategies, and platform adaptability.



Tini Lux and firm client [Venita Aspen](#) teamed up to create the [Heirloom](#) jewelry line: "Your grandmother's jewelry made modern". The Heirloom x Venita Aspen collection consists of vintage-inspired pieces made with clean jewelry materials.



Firm client [Benji Travis](#) launched a [New Vlog Strategy Training](#) program that helps vloggers boost views and build unstoppable momentum. The course includes video editing techniques and insider tips from Benji's last thirteen years of experience on YouTube where he has built a following of over 2 million subscribers and has over 1 billion views.



[Honest Renovations](#) returned to Roku Channel on August 23rd for season 2 with firm client [Lizzy Mathis](#) and co-host Jessica Alba. Lizzy and Jess help parents renovate homes that no longer serve their family's needs, because when your home works better, so does your family!

## Legal Updates

- TikTok creator Jools Lebron is in a trademark battle with an individual who filed a trademark application for her viral phrase "Very Demure, Very Mindful". [Learn more](#)
- Major music labels have joined other creative industries in suing generative AI software companies. Their claim is that these generative AI companies use copyrighted works to train their software, which amounts to copyright infringement. [Learn more](#)
- In a first of its kind lawsuit, an influencer has sued a fellow content creator for trade dress and copyright infringement for ripping of her style and overall look and feel of her aesthetic. [Learn more](#)

Check out our trademark practice!

Sharma Law is a trailblazing digital media, entertainment, intellectual property, and corporate/commercial law firm specializing in the representation of talent, content creators, influencers, podcasters, creative companies, and startups.



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