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Sharma Law Update February 2025

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



Creator, fitness enthusiast, U.S. veteran, and firm client [Austen Alexander](#) is back with another round of [Hybricon Games](#). Created in 2022, Hybricon is a three-day competition that tests athletes through hybrid mental and physical events. Austen merged his passion for fitness and video into [AMA Marketing](#) in 2017. Now he produces commercials, social media shows, and fitness videos full-time, with over half a billion views per year combined across his channels.



Firm client [Steven He](#) has begun filming in Ireland for [Kung Fu Deadly](#), a martial arts supernatural action-comedy feature film. The Irish-Australian co-production is produced by Paddy McDonald (Predestination), who also wrote the script with Nicholas Cooper, (Zombie Plane), and it is being directed by Fergal Costello (BAFTA winner for "Brain in Gear"). Steven, a Chinese-born Irish social media personality specializing in satirical sketch comedy, has over 13.4 million YouTube subscribers.



Firm client [Katie Fogarty](#), host of [A Certain Age Podcast](#) and the literary show [The Midlife Book Club](#) believes our age stands for something. Her podcasts center the stories and voices of midlife: [A Certain Age Podcast](#) offers listeners a fresh toolkit for navigating midlife through the voices of experts and real women. Katie has had many successful careers including TV news writer, drafting for global PR firms, writing policy on Capitol Hill, teaching English in Japan, and her continued work with her coaching business, [The Reboot Group](#).



10 MILLION SUBSCRIBERS!!! Firm client, social media trailblazer and best-selling author Joshua Weissman reached an iconic milestone for his [YouTube Channel](#). Since 2014, Joshua has been entertaining and exciting audiences about food. On [Instagram](#), Joshua thanked his audience "from the bottom of my heart for the incredible honor to teach and entertain", and promised a bright future ahead filled with a lot more bread and butter.



At Sundance 2025, firm client [Michelle Khare](#) participated in a panel hosted by VIBE and Variety. [Reimagining Creativity](#) explored the power of YouTube and the future of content creation. Michelle has long been an advocate for "creators as their own studios". She spoke on the panel about how [Challenge Accepted](#) might have never gotten greenlit in a traditional studio system. Making content that spoke to her and inspired others, Michelle receives messages such as "you're the first Indian woman I have ever seen portrayed as strong", but she believes that shouldn't be the case.

Legal Updates

- AI Training Using Copyrighted Works Ruled Not Fair Use. [Learn more.](#)
- Kidfluencers Under the Law: California's Coogan Law Updates and the Child Content Creator Rights Act. [Learn more.](#)
- TikTok Returns to App Store Amid Uncertain Future: The Latest Ban Updates Explained. [Learn more.](#)
- USPTO 2025 Trademark Fee Increases. [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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