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Sharma Law Update January 2024

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



Created by and starring client Jasmeet Raina (aka [JusReign](#)), the original TV series [Late Bloomer](#) premieres on Crave TV in Canada on January 19. Late Bloomer is an eight-episode series loosely inspired by Jasmeet's life as a Punjabi Sikh millennial and online celebrity navigating the intersection of cultural traditions and contemporary life in North America.



It's a wrap on Season 9 of Southern Charm for client [Venita Aspen](#). Venita is a creator with perfect head-to-toe outfits and an eye for the latest trends. Catch up on all 15 episodes of Season 9 on [Bravo](#).



Client Lexie Alford (aka [Lexie Limitless](#)), the youngest person to visit every country in the world, and [Ford](#) team up to recreate a historic drive around the globe in the new all-electric Explorer. Lexie's adventure is inspired by another fearless female explorer and record-setter, Aloha Wanderwell, who drove around the world in a Ford Model T in the 1920s.



[TikTok In the Mix](#) premiered live in Mesa, AZ on Sunday, December 10, and featured client [Drew Afualo](#) as a host. The first-of-its-kind live global experience on TikTok officially shattered viewing records with over 33.5M viewers in total, and also broke the record for the biggest ever LIVE event on TikTok, with 9.6 million viewers tuning in to catch the show live.



Client [Orion Carloto](#) extends a warm invitation to an intimate dreamscape by offering a glimpse into the heart of her world in [Beds I've Slept In](#). Through her photographs (each sealed with a personal poem), this zine delicately weaves together the private sanctuaries that have cradled her dreams over the years. To compliment this work, Orion curated a whimsical and feminine forward assortment of artwork in [A Room Of One's Own](#) at Exhibit A in LA.

Legal Updates

- As the new year kicks off, it is a great time to make sure you are up to date on the FTC Endorsement Guides. Learn more about the latest updates here. [Learn more.](#)
- After years of anticipation, Disney's Steamboat Willie has entered the public domain. Learn more about how this impacts IP protections for the film's main character, Mickey Mouse. [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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