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## Sharma Law Update June 2024

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



When firm client [Sidney Raz](#) hit 30, he realized there was so much advice no-one had ever bothered to tell him. So he went on a mission to make his life as easy as humanly possible. He began posting his discoveries online and quickly built a following of millions, all eager for his next hacks. [Life Hacks, Tips & Tricks](#) is a culmination of that work, presenting Sid's greatest tips, tricks, and life hacks to make cooking, chores, and life in general far more efficient. It's all stuff you wish someone had already told you, and now they have.



Firm client [Bari Koral](#) is enjoying the growth of her popular kid's yoga/music brand [Yogapalooza](#), on YouTube kids and in education. Earlier this year Bari partnered with Sesame Street to teach Elmo yoga and mindfulness with his friends from Yogapalooza. The [Yoga and Meditation Time with Sesame Street and Yogapalooza!](#) collaboration has been viewed millions of times to date, and Yogapalooza hopes to continue to work with Sesame Street and other brands.



Following the success of her e-zine [Beds I've Slept In](#), firm client [Orion Carloto](#) recently teamed up with Arman Naféei, founder of the music podcast [Are We On Air](#). Orion took over his colorful Sunset Boulevard kiosk across from the Chateau Marmont, and transformed it into her own street-side bedroom. The weeklong installation, titled *A Room Of One's Own* was on view until June 13th, and featured a number of hand-curated books held together by delicate lace, alongside printed photographs taken by Orion over the years. Prior to the installation, the two met up to discuss the project with [Interview Magazine](#).



Firm client [Michelle Khare](#) was featured in [The Hollywood Reporter](#) for her most recent episode of [Challenge Accepted](#), where she attempted to recreate Harry Houdini's deadliest trick. The episode has garnered over 4.5 million views on YouTube. Michelle tells Hollywood Reporter that she believes shows with high production value such as *Challenge Accepted* warrant a closer look from "The Powers That Be", be it from the advertising world, or from the awards world, since YouTube shows are currently not eligible for Emmy Awards or other honors. "I think the beauty of what we do is that the only barrier to entry is the Upload button," Khare says. "And when that is the only barrier, it allows for a level of honesty and intimacy that might not be achievable in the traditional methods."

## Legal Updates

- The FTC has issued a rule to ban all non-compete agreements. Pending legal challenges, employers will no longer be able to prevent leaving employees from working for competitive companies or industries. [Learn more](#)
- The creators of ChatGPT allegedly used Scarlett Johansson's voice without her permission, opening the door to more potential lawsuits against the technology company. [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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