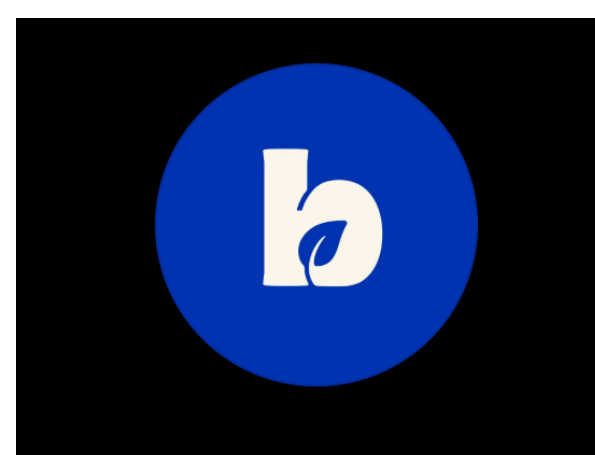


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Sharma Law Update May 2025

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



Beleaf Tea is here! [Beleaf](#) was launched this month by firm client, entrepreneur, and world traveler [Brett Conti](#). Brett wanted to build a bold, fun, inspiring tea brand for the modern American, something that stands out and helps you optimize every moment of your day. After learning about herbs, adaptogens, and functional ingredients, [Lumpstart](#), [Boost](#), and [Recharge](#) were created. Try [Beleaf](#) for yourself today!



Firm client [Drew Binsky](#) has launched a new AI traveling companion, [TripTalk](#). [TripTalk](#) is an AI-powered travel assistant built on Drew's vast knowledge and experiences from visiting all 197 countries in the world. This amazing app provides personalized travel advice, itinerary recommendations, and hidden gem suggestions tailored to your preferences, giving you expert-level advice in seconds.



The Kentucky Derby was off to the races at Churchill Downs in Louisville earlier this month. Firm Client [Joshua Weissman](#) was tapped to create a new [Kentucky Derby At-Home menu](#). Josh was excited "to curate a selection of approachable dishes that honor both the tradition and unexpected nature of the race, all with some fun twists." The results did not disappoint. There's still time to check out the recipes, which include [baked mac and cheese](#), [honey butter chicken biscuits](#), [salted potato chip chocolate chunk cookies](#), and a [Boulevardier Negroni](#).



Client [Lizzy Mathis](#) hosted a [Mother's Day Event](#) with Knudsen at Gourmandise Cooking School in Santa Monica. The event featured delicious recipes that centered around Knudsen cottage cheese. Joined in the kitchen by her daughters, Nyla and Nimah Rahman, Lizzy shared memories of the versatile cured and her childhood: "You can mix it into so many different things for a good meal. Simple moments turn into memorable ones."

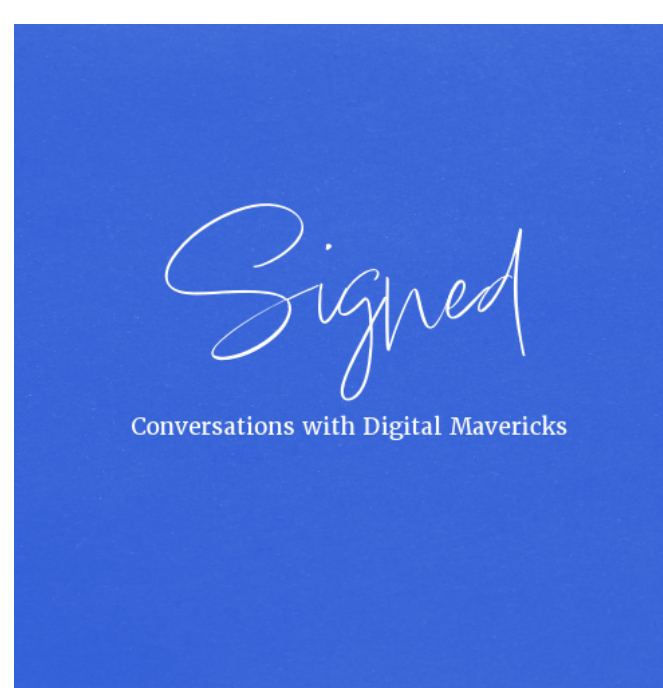
Anita is headed to [Vidcon 2025](#) June 19th to 21st!

If you would like to meet in person, please email us at pdunn@sharmalawpllc.com!



You can also see Anita on this panel: **Protecting Creators in the Age of AI**, on **June 19th at 11 am**, where she will join panelists Pablo Segurra (Trademarkia), Merlyne Jean-Louis (Pierson Ferdinan), and Chelsey Mori (Unbound Legal).

The AI explosion comes with real challenges as creators face mounting risks to their identity, intellectual property, and brand integrity. This session brings together legal experts to examine the growing need for safeguards in an era where deepfakes, voice clones, and unauthorized likenesses can be generated and circulated at scale. We'll explore the legal gray areas around AI-generated content, the role of trademarks and right-of-publicity laws in protecting creator identity, and what new frameworks are needed to preserve creative control and commercial value. With platforms still catching up and regulation in flux, the conversation will focus on the real-world implications—and what creators and companies can do now to protect themselves.



We are very excited to announce that Sharma Law is launching a podcast with Anita as the host. It's called *Signed: Conversations With Digital Mavericks* and will launch in summer 2025.

In 2013, Anita started representing talent who, back then, were simply called "influencers" -- in a way, *famous for being famous*. Fast forward to today, and Sharma Law now proudly represents some of the most successful (what we now like to call) "digital-first creators" in the business. Their "influence" is earned through authentic, compelling, and insightful storytelling that engages their audiences. These digital-first creators are leveraging their influence and social media content into launching full blown media companies. *Signed* is an opportunity for Anita to have deep and meaningful conversations with digital-first creators she admires. Every conversation she has on this podcast will start with the story behind the creator's first post, and move on to cover topics such as what drives them, their creative process and how they built their media business. These creators are mavericks on the Internet, shaping the way we consume content. In short, *Signed* is a celebration of these digital storytelling mavericks.

Legal Updates

- SAG-AFTRA "Strikes Back" After Epic Games Uses AI to Recreate. [Learn More.](#)
- Uncertainty Around TikTok Ban Continues as June 19 Deadline Approaches. [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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