

# Haynes Boone Appellate Court Win For Control of Celebrity Influencer's Social Media Accounts

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February 1, 2022 Richard Rochford, Tiffany Cooke, Joseph Lawlor

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**PRACTICES** Intellectual Property, Intellectual Property Litigation, Appellate

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Various news outlets, including *Bloomberg Law*, *Law360*, *New York Law Journal* and *Reuters*, covered a recent Second Circuit Court of Appeals ruling reversing a lower court ruling that had transferred control of highly valuable Instagram and TikTok accounts from a well-known influencer and luxury wedding dress designer to her former employer.

Haynes Boone Partner [Richard Rochford](#), chair of the Intellectual Property Litigation Practice Group, Counsel [Joe Lawlor](#) and Associate [Tiffany Cooke](#) represented the celebrity influencer in securing this Second Circuit reversal.

The following are excerpts from publications reporting on the case:

***Bloomberg Law*: [\[Influencer\] Regains Instagram For Now, 2nd Cir. Says](#)** (updated headline)

Luxury dress designer ... convinced the Second Circuit to ax a lower court order requiring her to surrender her 1.1 million-follower Instagram account to JLM Couture Inc.

[I]t struck the court's order to turn over the Instagram and other social media accounts to JLM as overbroad, at least on the basis the court cited.

***Law360*: [2<sup>nd</sup> Circ. Says Injunction Against Designer Goes Too Far](#)**

Richard D. Rochford of Haynes Boone, ... told *Law360* in an email Tuesday that they were pleased with the part of the appeals court's opinion that "vacates the district court's decision with respect to [the] highly valuable social media accounts and returns the accounts to her rightful control."

***New York Law Journal*: [Second Circuit Reverses Order Removing Influencer From Control of Social Media Accounts](#)**

The U.S. Court of Appeals for the Second Circuit on Tuesday reversed part of a district judge's ruling that allowed bridal company JLM Couture Inc. to seize control of the ... social media

accounts amid a contract and trademark dispute with a prominent wedding influencer.

The following outlets also reported on the case:

[Reuters](#)

[The Fashion Law](#)

*Tech & Telecom Law*

[Courthouse News](#)

*The Trademark Blog*

[Technology & Marketing Blog](#)