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

By Richard D. Rochford, Tiffany Cooke, Joseph Lawlor | February 1, 2022

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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: **2nd 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

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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

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