

## HB Media Minute - Episode 4: TikTok Influencers and Cross-Platform #AdLaw Concerns

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December 16, 2020 Joseph Lawlor

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**PRACTICES** Media Entertainment and Sports, Litigation, Advertising, Marketing and Promotional Law, Social Media, Media and Entertainment Litigation

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We have a great topic today: social influencers. They exercise growing cultural stature and marketing muscle in our society, but their influence campaigns occasionally bump up against advertising regulations. We will explore some of the rules designed to restrict how influencers go about touting brands, and discuss some issues that have arisen with the popular platform TikTok.

[Joseph Lawlor](#), a lawyer in Haynes Boone's New York office, will guide today's discussion. Joe litigates high-stakes intellectual property, advertising, branding, media and First Amendment disputes. Joe frequently appears before the federal National Advertising Division, representing both advertisers and those challenging ads.