

Brand/Celebrity Licensing Partnership Guide

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Carlton Fields intellectual [property](#) attorney Steve Sidman was recently quoted in a *Branding Strategy Insider* article, “Brand/Celebrity Licensing Partnership Guide,” regarding how critical contracts are in managing brand and celebrity relationships.

Companies should carefully consider all aspects of working with a celebrity, including obligations of parties, payment schedules and terms, and warranties, in particular, moral turpitude clauses.

Moral turpitude clauses primarily protect the organization’s brand from any wrongdoing on the part of the celebrity.

Sidman states that the [typical morals clause should clearly define the offenses that invoke the clause, and the remedies that are then available](#), though clarity isn’t always achieved in these instances.

[Read the article.](#)

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