

# Steven Sidman Authors Article in Bloomberg Law on Celebrity-Focused Morals Causes

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Carlton Fields [attorney](#) Steven Sidman authored an article in *Bloomberg Law* titled, “A Moral Compass – A Guide to Celebrity-Focused Morals Clauses,” reviewing the use of corporate contracts with “morals” clauses in celebrity service agreements, licenses, and other contracts.

Product and service providers often seek celebrities to endorse their offerings, and talent typically wants these favorable associations to enhance their image too.

Companies and celebrities turn to contracts, and particularly the morals clauses in the contracts, to delineate the terms of termination when the company or celebrity’s actions take a turn for the worse, and are no longer viewed positively by the constant news cycle, the public, or even the law.

Sidman advises that both companies and celebrities should prepare agreements that clearly state what constitutes a moral violation, but also what remedies the aggrieved party has available, to ensure that fallouts are handed appropriately.

[Read the article.](#)

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