



Amanda E. Schreyer

Member

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An experienced transactional lawyer, Amanda’s practice encompasses a wide range of fields and industries. She represents a variety of media and technology clients in connection with content creation and licensing, marketing and advertising, and intellectual property protection and enforcement.

Entertainment and Media

- Digital content development and cross-platform distribution
- Content licensing and rights clearances
- Mobile apps, podcasts, video games, book publishing, film, and television
- Rights option/purchase agreements
- Pre-publication review

Advertising and Marketing

- Digital advertising
- Influencer marketing
- Sweepstakes and contest rules and regulations
- Sponsored content and native advertising
- FTC endorsement and disclosure requirements
- Product claims

Education

Suffolk University Law School, J.D., *cum laude*

Brown University, B.A.

Admissions

Massachusetts Bar

Practice Areas

Intellectual Property

Licensing & Strategic Alliances

Trademark

Industries

Consumer Goods & Services

Internet of Things

Media & Entertainment

Publishing

Software-as-a-Service

Technology

- Software development agreements
- Software-as-a-service (SaaS) platform agreements
- Technology licensing
- End user license agreements (EULA) and terms of service (ToS)
- Data use and licensing
- E-commerce

Copyright, Trademark, Licensing

- Brand merchandising and licensing
- Trademark prosecution
- Intellectual property enforcement
- Fair use opinions
- Chain of title review and opinions
- Negotiated settlements and litigation avoidance

Prior to joining Morse, Amanda practiced in the intellectual property group of an Am Law 200 firm, and at a well-known boutique entertainment firm. She has served as an adjunct professor of trademark law at Suffolk University Law School and has been a regular guest lecturer at Northeastern University School of Law and at the University of New Hampshire School of Law. She is a frequent speaker on digital media, intellectual property, and doing business online at conferences around the country.

Affiliations

Women's Bar Association, Co-Chair, Communications Committee

Copyright Society of the U.S.A., Co-Chair, New England Chapter

Boston Bar Association, Intellectual Property Law Section, former Co-Chair, Arts, Entertainment and Sports Committee

American Bar Association, Section of Intellectual Property Law, Women in IP Committee

Speaking Engagements

Speaker, *Copyright and Trademark Licensing*, 24th Annual Intellectual Property Law Conference 2021

Speaker, *Sports Media in a Digital World*, Boston Bar Association

Chair, *MCLE Doing Business Online Conference 2021*

Panelist, *Influencer and Celebrity Marketing Partnerships: Sponsored Content for Brand Growth*, Strafford

Speaker, *Trends and Developments IP Counsel, Business Lawyers, and Litigators Must Know*, 23rd

Annual Intellectual Property Law Conference 2020

Presenter, *IP Considerations in Virtual Reality and Augmented Reality*, Boston Bar Association

Speaker, *IP Protection and Limitations for Fictional Characters: Trademark, Copyright and Contract Rights*, Strafford

Speaker, *Legal Matters for Creative Entrepreneurs*, Alt Summit

Speaker, *Doing Business Online: Anticipating and handling the evolving and unique challenges in the internet age*, MCLE

Speaker, *Trends and Developments IP Counsel, Business Lawyers and Litigators Must Know*, 21st Annual Intellectual Property Law Conference 2018

Panelist, *Social Influencers: Copyright, Publicity and Social Media Contracting*, The Copyright Society of the USA

Panelist, *Practicing TM, Copyright, IP & Related Areas of Law*, Boston Patent Law Association

Presenter, *Intellectual Property Protection and Exploitation of Fictional Characters*, Boston Bar Association

Presenter, *Know Thy Guidelines: FTC Compliance for Influencer Marketing in 2017*, TapInfluence

Presenter, *Legal Issues for Digital Media Influencers*, Dad 2.0 Summit

Presenter, *Ask An Expert: Business and Legal Matters in Creative Entrepreneurship*, Altitude Summit

Panelist, *The Future of the Music Industry*, Berklee College of Music

Panelist, *And Now a Word from Our Sponsors*, University of New Hampshire School of Law

Presenter, *New Media and Old Metaphors*, Shepard Broad College of Law – Nova Southeastern University

Panelist, *The Future of Fashion: Fashion Law in the Digital Age*, New England Law

Publications

Quoted: A TikTokker with over 3 million followers is being sued by a car wash after a rant about his Tesla went viral, *Business Insider*

Quoted: Influencer Contracting in 2020 & the Rise of Career Creators, *Collectively*

Quoted: Influencer 'Usage Rights' in Brand Contracts Explained by a Lawyer, *Business Insider*

Quoted: Authenticity is the Biggest Challenge of the Influencer World, *Quartz*

Quoted: The 2-Year-Old Instagram Influencers Who Make More Than You, *Fast Company*

Beyond Buzzwords: Sponsored Content, Native Advertising, and Consumer Protection, *Landslide Magazine*

Disclosure: Are You Doing It Right?, *AltitudeSummit.com*

An Overview of Legal Protection for Fictional Characters: Balancing Public and Private Interests, *Cybaris, An Intellectual Property Law Review*. Republished in the Thomson Reuters treatise, *Entertainment, Publishing and the Arts Handbook*, 2016 ed.

There Are Legal Issues in Blogging?, *Mom2Summit.com*

Misrepresentation Under the DMCA: The State of the Law, *NYSBA Entertainment, Arts & Sports Law Journal*