



## Amanda E. Schreyer

### Member

Direct 781-697-2293

Waltham, MA

Boston, MA

[aschreyer@morse.law](mailto:aschreyer@morse.law)

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

Copyright  
Intellectual Property  
Licensing & Commercial Contracts  
Startups & Emerging Companies  
Trademark

### Industries

Consumer Goods & Services  
FinTech  
HealthTech  
Media & Entertainment  
Publishing  
Software-as-a-Service

## Recognition

Top Women of Law for 2021 – Massachusetts  
*Lawyers Weekly*



MA Super Lawyers 2023-2024

Panelist, Pitchfest, Boston University's Media Ventures Program, 2021-2023

Guest Lecturer, Babson Business Law, 2022 & 2023

Guest Lecturer, BU Media Ventures, 2022 & 2023

Presenter, **Effective Contract Drafting and Negotiation to Close Deals Quickly**, Morse Women Attorneys Webinar Series, 2022

Panelist, **Influencer and Celebrity Marketing Partnerships: Sponsored Content for Brand Growth**, Strafford, 2022

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

Speaker, **Sports Media in a Digital World**, Boston Bar Association, 2021

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, **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: Waltham LLC sued for 'selling' law firm's internet domain name, *Massachusetts Lawyers Weekly*

Quoted: TikTok Creators Turn to Lawyers to Navigate Looming US App Ban, *Bloomberg Law*

Quoted: Survival of Influencer's Suit Threatens More IP Takedown Fights, *Bloomberg Law*

Quoted: Social Media Stars Lock Down IP Rights to Cash in on Virality, *Bloomberg Law*

Quoted: When Superman and Batman Copyrights Expire in a Decade, Will It Be Kryptonite for DC?, *Variety*

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*