

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

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

Industries

Artificial Intelligence
Consumer Goods & Services
FinTech
HealthTech
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 currently teaches entertainment law at Boston University 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

LawExchange International, Member, Executive Committee

Speaking Engagements

Speaker, *Influencer and Celebrity Marketing Partnerships: Sponsored Content for Brand Growth*, Strafford, a BARBRI company

Speaker, *Building Your Professional Brand with Digital Media*, LawExchange International NextGen

Speaker, *Kidfluencers & Family Vloggers: The Intersection of Children's Rights, Intellectual Property, and Entertainment Law*, BU Law

Presenter, *Copyrights and Fictional Characters*, BIPLA 4th Annual Symposium, 2024

Recognition

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



MA Super Lawyers 2023-2026

Speaker, *Negotiating NIL Contracts*, The University of Texas at Austin, 2024

Speaker, *IP Protection and Limitations for Fictional Characters: Trademark, Copyright and Contract Rights*, Strafford, 2020 & 2024

Speaker, *The Legal Side of Doing Business Online*, ALT Summit, 2023

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

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: A warning for brands: Be careful when 'clipping', *Business Insider*

Quoted: Taylor Swift's IP Savvy Becomes a Liability in 'Showgirl' Suit, *Bloomberg Law*

Quoted: Sex Workers' Union Push Complicates Fights for IP Rights, Status, *Bloomberg Law*

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 TikToker 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*