

VLP Partner Char Pagar Quoted in Corporate Counsel Article "#BadInfluence: How to Protect Your Brand When an Endorser Gets Mired in Scandal"

VLP Partner Char Pagar was quoted in the Corporate Counsel article "#BadInfluence: How to Protect Your Brand When an Endorser Gets Mired in Scandal."

As headlines cover the recently revealed college admissions scandal, Lori Loughlin's influencer daughter, Olivia Jade Giannulli, was dropped by Sephora USA Inc and TRESemmé. The article discusses how to protect your brand when deciding to work with influencers who will market your products on social media.

The article went on to quote marketing and advertising lawyers on steps to take prior to entering into formal agreements with influencers, including moral clauses and the importance of the brand retaining the right to determine what constitutes a controversy or scandal.

"Some brands don't shy away from controversies, while other brands will shy away from all controversies," Ms. Pagar noted, "so the determination as to what is a controversy that arises to the level of termination is a very brand-specific decision and something the brand gets to decide."

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