



eric german quoted in *daily journal* regarding celebrity brand-building

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Eric German was quoted in a *Daily Journal* article about the growing importance of multiplatform deals for musicians and the critical role that lawyers play in building a celebrity's "brand" across film, television, music and more.

"Technology has really killed record sales," German said. However, he observed that the direct connections to fans afforded by social media puts his musician clients in a great position to market other products.

attorneys

Eric J. German

practice areas

entertainment & ip litigation
intellectual property