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AmLaw Litigation Daily: O'Melveny's Petrocelli Strikes Again, Repping Ariana Grande in Suit Against Forever 21

September 04, 2019

Well known for his work in the entertainment and media industry, O'Melveny partner Daniel Petrocelli is now representing Ariana Grande in her lawsuit against Forever 21.

Grande's suit claims that Forever 21 and Riley Rose stole her "name, likeness, and other intellectual property to promote their brands for free." After she declined an endorsement deal, the company ran a social media campaign using a lookalike model to mimic Grande and audio from her songs.

Forever 21's social media posts are "blatant and willful violations of her statutory and common law rights of publicity, and constitute infringement of plaintiffs' copyrights and trademarks under the Copyright Act and Lanham Act, respectively."

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