

Sign the Prenup: What Brands Can Learn From the Kanye West/Adidas IP Breakup

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Trust and estate attorneys regularly advise their clients to enter into prenuptial agreements to protect the valuable assets each spouse brings to the marriage as well as

how to distribute community property in the event of a divorce. Brand collaborations with celebrities, influencers or other brands are much like marriages, but brand collaborations are even more unlikely to last.

Why not plan for the split, whether it be a conscious uncoupling or a Page 6 kind of divorce, with a prenup?

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