

KATE TALBOT

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SUMMARY OF EXPERTISE

Social Media and Influencer Expert Witness retained in 20+ matters over nearly 20 years, with recognized authority on the technical and commercial mechanics of Snapchat, YouTube, TikTok, Instagram, X/Twitter, and Meta platforms.

Retained in Intellectual Property, Patent, Employment, Personal Injury, Criminal Defense, Advertising Compliance, Defamation, and Business Dispute matters in state and federal court, translating complex platform mechanics into clear, persuasive expert reports and testimony.

EXPERT WITNESS EXPERIENCE (2018-PRESENT)

Selected Testimony Experience

- **Dodds v. Live Nation** | Emery Celli Brinckerhoff Abady Ward & Maazel LLP (Deposed + Mediation)
- **10PM v. Patil** | Seyfarth Shaw (Mediation)
- **McGuirk v. Cosgrave** | Robinson Solicitors, Ireland (Upcoming Trial Testimony)

Snapchat

- **Dodds v. Live Nation** | Emery Celli Brinckerhoff Abady Ward & Maazel LLP
- **Yvette Cabral Sullivan v. Fiba Technologies Inc.** | O'Hagan Meyer, PLLC
- **Commonwealth of Pennsylvania v. Holly Dawn Metzger** | Thomas M. Dickey Law Offices, P.C.
- **10PM v. Patil** | Seyfarth Shaw
- **State of North Dakota v. Erik Steven Rod** | Heartland Law Office

YouTube

- **Masimo Corporation v. Apple** | Knobbe Martens
- **Apple** | Fish & Richardson
- **Zhejiang Lingdi Digital Technology Co., Ltd v. CLO Virtual Fashion Inc.** | Fish & Richardson
- **Bambulab Limited** | Fish & Richardson
- **Curtis Industries, LLC** | Fish & Richardson
- **3D Diagnostix, Inc** | Leydig, Voit & Mayer, Ltd.
- **MetalTech, Inc** | Fish & Richardson
- **Ravin Crossbows v. MCP IP** | Erise IP

Instagram & Influencer Marketing

- **Mata v. Meta** | Koskoff & Bieder, PC
- **Cuba Libre Orlando, LLC v. Ludmila Khomiak** | Wicker Smith
- **Castro v. Barseghian** | Farmers Insurance / Nevada Branch Legal Office
- **Dutch Flat Hotel Instagram Account Valuation** | Law Offices of Steve Gimblin

Facebook

- **Snoddy v. Woods** | Brett Little
- **In re Marriage of Yaeger** | Vorsatz & Vorsatz

TikTok

- **Scarbrough v. Jefferson County, Idaho** | Curtis & Porter
- **Confidential Criminal Matter** | Silverman Thompson

X/Twitter

- **McGuirk v. Cosgrave** | Robinson Solicitors, Ireland

Pretrial Publicity & Media Impact

- **People v. Kevin Eduardo Cataneo-Salazar** | The United Firm

PROFESSIONAL BACKGROUND (KATE TALBOT MARKETING, 2007-PRESENT)

- Clients include Salesforce Ventures, Wing VC, Flybridge Capital, Plexo Capital, and Casetext, among others.

LEGAL EDUCATION, PUBLICATIONS & SPEAKING

- Legal Speaking & CLE Faculty: New York Intellectual Property Law Association (NYIPLA), Lawline, LegalEdge, LearnFormula
- Industry Speaking: Sony Latin America, Social Media Marketing World, RampUp, Agora.io, PR Ragan
- National Law Review Contributor
- Former Forbes Senior Contributor, Creator Economy & Social Media for Business
- Author, Oh Snap! You Can Use Snapchat For Business (#1 Amazon, IBM Book of the Month)
- Featured on CNN, NBC News, BBC, NPR, Nasdaq, HuffPost, and iHeartRadio

EDUCATION

MBA, University of San Francisco | BA in Communications, University of California, San Diego (Provost Honors)