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## Video: IP & Entertainment Law Case Study: Unlicensed Music and Copyright Issues

### FEATURED ATTORNEY

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**Seth L. Berman**

Partner

What happens when a global toy brand uses a major hit song without permission? [Seth Berman](#), Director of Abrams Fensterman, LLP's [Intellectual Property & Entertainment Law Practice](#), breaks down our team's major copyright win on behalf of BMG Rights Management over MGA Entertainment's unauthorized use of the Black Eyed Peas' "My Humps" in a national ad campaign promoting a dancing unicorn toy without securing licensing rights from BMG.

Through strategic collaboration of our [IP](#) and [commercial litigation](#) departments, this case was a powerful example of how we protect the value behind creative works.

?? Watch Seth's breakdown below.

<https://www.youtube.com/watch?v=DFcl97tDVao>