

KATE TALBOT

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Summary of Expertise

Social media and influencer marketing expert witness, with proven experience analyzing social media platforms, influencer ROI, and paid social advertising. Contributed to high-profile intellectual property disputes, advertising compliance cases, and testified in employment matters involving social media evidence. Acknowledged as a leading marketing authority, Senior Forbes Columnist, and author of the best-selling book *Oh Snap! You Can Use Snapchat For Business*.

Expert Witness Experience (2018–Present)

- **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 Metzler (Thomas M. Dickey Law Offices, P.C.), 10PM v. Patil et al. (Seyfarth Shaw).
- **YouTube:** Masimo Corporation v. Apple (Knobbe Martins), Apple (Fish & Richardson), Zhejiang Lingdi Digital Technology Co., Ltd v. CLO Virtual Fashion Inc. (Fish & Richardson), Curtis Industries, LLC (Fish & Richardson), 3D Diagnostix, Inc. (Leydig, Voit & Mayer, Ltd.). Bambulab Limited (Fish & Richardson).
- **Instagram & Influencer Marketing:** Expert witness for Cuba Libre Orlando, LLC v. Ludmila Khomiak (Wicker Smith).
- Deliverables include expert reports, deposition testimony, and trial testimony.

Professional Background (Kate Talbot Marketing 2007–Present)

- Worked for global brands, startups, and venture firms on social media, digital strategy, and thought leadership.
- Clients include: Salesforce Ventures, Flybridge Capital, Virgin America, Green Dot Bank, Charming Charlie, Casetext, among others.

Publications & Speaking

- [Lawline](#) CLE course instructor on YouTube and IP Law
- [Senior Forbes Contributor](#): Focus on the Creator Economy and Social Media for Business
- Author of [Oh Snap! You Can Use Snapchat For Business](#) (#1 Amazon, IBM Book of the Month).
- Featured on CNN, NBC News, BBC, NPR, Nasdaq, HuffingtonPost, and iHeart Radio.
- Speaker: Sony Latin America, Social Media Marketing World, RampUp, Agora.io, PR Ragan.
- Social Media Education Leader: Digital Marketing Institute & 500 Startups

Education

MBA, University of San Francisco

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