**Title:** Can We Learn Anything from the Cast of Jersey Shore?

**Subtitle:** When it comes to legal matters, please don’t hold it against us when we tell you that there is a lot we can learn from the cast of <em>Jersey Shore</em>.

**Meta Description:** You'd be surprised what you can learn from the cast of Jersey Shore when it comes to entertainment law, according to Anthony Caruso.

**Date:** 0-1-2012

**Author:** Anthony R. Caruso

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In addition to several criminal arrests, the cast of Jersey Shore has been involved in a number of business disputes ranging from breach of contract to trademark infringement.

The most important lesson that can be learned from these business disputes—when seeking to capitalize on their five minutes of fame, every reality star needs a good entertainment attorney.

Most recently, Nicole "Snooki" Polizzi, a more prominent member of the cast of Jersey Shore, tried to back out of a sizable publicity contract that called for her to put her name on everything from lingerie to home goods. Snooki's lawyers allege in court papers that SRG Ventures "failed to secure” royalty guarantees of at least $250,000 and a license from a major retailer for another $250,000, as required by the contract. They also said SRG did not bring in "five licenses approved by [Snooki]."

Meanwhile, SRG, whose other clients include the US Olympic Committee's Team USA and the Marilyn Monroe brand, maintains it can prove that it did achieve the required performance benchmarks. In addition, the company has filed a counter-suit alleging that Snooki is the one that has breached the publicity contract.

Among other allegations, SRG claims Snooki was too busy with other obligations to manage the deal properly and that she claimed to own trademarks she did not possess. It also contends that she turned down a deal with a fragrance firm introduced to her by SRG and then subsequently “went behind SRG's back and consummated the deal" with the company.

Source: "'Jersey Shore' star, Snooki's, Brand Deal Heads to Court" (www.myfoxphilly.com)

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