

Cosmetic Brands Face the Music: TikTok and Instagram Posts Trigger Copyright Lawsuits - OFRA Cosmetics Latest to Face Legal Music Battle

Sony Music's Lawsuit Against OFRA Cosmetics Underlines Growing Copyright Compliance Concerns for Beauty Brands on Social Media.

The crescendo of copyright lawsuits in the cosmetic industry reaches a new peak as Sony Music files a lawsuit against OFRA Cosmetics for unauthorized use of popular music tracks in their social media posts by artists such as. The total lawsuit has potential liability of over **\$49M**. Each violation can result in a \$150,000 fine.

This latest litigation underscores the imperative for beauty brands to ensure strict copyright compliance on popular social media platforms like TikTok and Instagram, which are instrumental in contemporary marketing strategies.

Link to lawsuit: [Full Case](#)

This isn't the first instance where a beauty brand has found itself in legal hot water over copyright infringements on social media. Previous lawsuits include Warner Music's actions against Bang Energy and Iconic London for similar copyright violations involving music usage on TikTok and Instagram by the brands and their influencers.

Recent findings by experts at Copyright Check, an entity dedicated to aiding brands in navigating social media copyright compliance, indicate that **4 out of 5 beauty brands** are at risk of similar legal confrontations. According to Gary MacDonough, Founder of Copyright Check AI, "The recurring instances of legal action underline a pressing need for beauty brands to prioritize copyright compliance in their social media marketing endeavours to avoid costly and reputation-damaging lawsuits."

For further information or to gain deeper insights into the urgency of copyright compliance on social media for cosmetic brands, contact gary@copyrightcheck.co or visit copyrightcheck.ai.

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