

Influencer Brand-Deal Drafter

Media & Entertainment

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Drafts an influencer brand-deal contract under Indian law: deliverables and specs, fee and payment, content usage/whitelisting rights, exclusivity, ASCI disclosure, approvals, timeline and termination. Use this to paper a paid creator collaboration. To review a deal sent to you use Creator & Talent Contract Review.

Purpose of this tool & output

Draft a creator brand-collaboration contract

How the output is used

Use the draft to set a creator brand-collaboration contract — deliverables, usage, exclusivity, payment and disclosure.

Who receives it

The brand and the creator — both sign; a copy each.

Fees & charges

Stamp duty per your state; the fee attracts GST and TDS where applicable.

Who should vet it

A media lawyer, for the usage rights, exclusivity, morality and payment clauses.

Important cautions

AI-generated draft; a lawyer should review; ensure ASCI compliance.

Companion documents

- Creator & Talent Contract Review
- Talent Release Form
- Collaboration Agreement
- Appearance / Performance Contract

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.