

KATE TALBOT

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Summary of Expertise

Social Media and Creator Economy Expert with nearly 20 years of experience in digital strategy, platform analytics, influencer marketing, and social media platform functionality. Recognized authority on the technical and commercial mechanics of Snapchat, YouTube, TikTok, Instagram, X/Twitter, and Meta platforms.

Retained as an expert witness and consultant in matters involving Intellectual Property/Patent disputes, Employment Law, Personal Injury, Criminal Defense, Advertising Compliance, and digital content analysis.

Extensive experience reviewing social media evidence, platform behavior, creator economy practices, algorithmic amplification, influencer marketing activity, and online audience engagement across State and Federal litigation.

Proven ability to translate complex digital platform mechanics and social media activity into clear, persuasive expert analysis, reports, deposition testimony, and trial testimony. Recognized industry voice through work as a Senior Forbes Contributor, published author, CLE instructor, and advisor to global brands, venture capital firms, and technology companies.

Areas of Expertise

- **Platform mechanics & functionality: Snapchat, YouTube, TikTok, Instagram, X/Twitter, Meta** — disappearing-message and notification behavior, friend/follow mechanics, content delivery
- **Algorithmic amplification & content distribution** — how reach, ranking, and virality function across platforms
- **Social media evidence review, authentication & metadata** — what platform data reveals and what traces remain
- **Influencer marketing & creator economy** — sponsorship practices, disclosure compliance, and Earned Media Value (EMV)
- **Audience reach estimation & engagement analysis** — primary/secondary reach modeling and amplification multipliers

Expert Witness Experience (2018–Present)

Selected Testimony Experience

- *Dodds v. Live Nation* | Emery Celli Brinckerhoff Abady Ward & Maazel LLP (**Deposed + Mediation**)
- *10PM v. Patil* | Seyfarth Shaw (**Mediation**)
- *McGuirk v. Cosgrave* | Robinson Solicitors, Ireland (**Upcoming Trial Testimony**)

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* | Seyfarth Shaw
- *State of North Dakota v. Erik Steven Rod* | Heartland Law Office

YouTube

- *Masimo Corporation v. Apple* | Knobbe Martens
- *Apple* | Fish & Richardson
- *Zhejiang Lingdi Digital Technology Co., Ltd v. CLO Virtual Fashion Inc.* | Fish & Richardson

- *Bambulab Limited* | Fish & Richardson
- *Curtis Industries, LLC* | Fish & Richardson
- *3D Diagnostix, Inc.* | Leydig, Voit & Mayer, Ltd.

Instagram & Influencer Marketing

- *Mata v. Meta* | Koskoff & Bieder, PC
- *Cuba Libre Orlando, LLC v. Ludmila Khomiak* | Wicker Smith
- *Castro v. Barseghian* | Farmers Insurance / Nevada Branch Legal Office

TikTok

- *Scarborough v. Jefferson County, Idaho* | Curtis & Porter

X/Twitter

- *McGuirk v. Cosgrave* | Robinson Solicitors, Ireland

Pretrial Publicity & Media Impact

- *People v. Kevin Eduardo Cataneo-Salazar* | The United Firm

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, Wing Venture Capital, Virgin America, Charming Charlie, Casetext, among others.

Publications & Speaking

- Lawline & Wickard AI CLE course instructor | West LegalEd Center presenter — courses include “*What Lawyers Need to Know About Retaining Social Media Expert Witnesses*” and “*What Lawyers Should Know About AI Functionality in Social Media*”
- National Law Review Contributor — “*Before You Retain a Social Media Expert Witness, Ask These Four Questions*”
- 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)