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Julia Cherlow Co-Authors Article on the Future of AI and Entertainment IP Licensing

Partner Julia B. Cherlow co-authored an article in the May 2026 version of *The Licensing Journal* examining the launch – and swift collapse – of the proposed Disney-OpenAI licensing arrangement and its broader implications for intellectual property in the generative AI era.

The piece, *"From Template to Cautionary Tale: What the Unrealized Disney–OpenAI Deal Signals About Hollywood IP Licensing in a Rapidly Evolving AI Market,"* co-authored with mediator David Shraga, analyzes one of the first major attempts by a leading studio to license premium content for use in generative AI platforms. It explores how the deal's structure and eventual collapse highlight emerging legal and business challenges, including the distinction between AI inputs and outputs, the limits of contractual guardrails, and the growing tension between technological innovation and the protection of creative rights.

Read the article in its entirety here.