

Creator Couples Split: Navigating the Complexities of Shared Followers and Tangled Revenue Streams

Influencer divorces bring costly breakups; Attorney Hossein Berenji advises creator couples lack clear legal rules for dividing digital assets.

LOS ANGELES, CA, UNITED STATES, February 3, 2026 /EINPresswire.com/ -- Influencer divorces

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are surging into uncharted legal territory, transforming personal splits into corporate dissolutions over audience ownership and revenue. Recent cases of Social Media stars with millions of followers—highlight battles for joint channels and sponsorships held without clear agreements.

Family law attorney Hossein Berenji, with over 25 years handling high-net-worth California divorces at Berenji &

Associates, warns that digital empires built during marriage trigger unprecedented disputes. "Influencer divorces look simpler because assets are digital. But they're more complex because there's no precedent. Courts are still figuring out how to value, divide, and enforce social media ownership," Berenji said.

Digital Assets as Marital Property

U.S. divorce rates hover at [2.4 per 1,000 people, with over 673,000 cases in 2022 and steady volume](#) into 2025—now complicated by digital holdings.

California's 2025 Child Content Creator Act mandates 65% of kidfluencer earnings in trust, classifying social media income as potential community property.

Courts nationwide treat crypto, NFTs, YouTube revenue, and influencer accounts acquired during marriage as divisible, yet valuation lacks standards—leading to forensic dives into PayPal, undisclosed sponsorships, and crypto tips. "Digital assets are now core marital property for millions of couples, but most state laws haven't caught up," Berenji noted. One misstep escalates a \$10,000 divorce to \$100,000+ in disputes.

High-net-worth cases reveal the pitfalls: couples dismiss online ventures as "hobbies" sans operating agreements or IP clauses until values soar. In community property states like

California, shared follower growth and ad revenue demand modern prenups/postnups specifying digital splits.

"Couples treat online businesses like hobbies until they're worth real money. Then they realize they have zero legal agreements," Berenji said. "Hidden digital income is the new frontier for forensic discovery—affiliate links, cryptocurrency tips, PayPal accounts, hidden sponsorships."

Preventative Steps

Berenji positions influencer splits as "corporate breakups," urging business-first framing from the start. Without proactive contracts, courts improvise—potentially rebranding channels or offsetting one spouse's takeover with cash. California's guidelines emphasize tracing contributions, but ambiguity persists for volatile metrics like follower retention.

The fix: prenups addressing digital assets explicitly, plus entity separation for content ops. Berenji advises creators to document roles, secure trademarks, and forecast post-split earnings—avoiding blindsides in custody, support, or alimony tied to online income.

"The fix isn't waiting until divorce. Couples earning money online need modern prenups/postnups explicitly addressing digital assets, IP ownership, and what happens if the relationship ends," Berenji emphasized.

About Hossein Berenji

Hossein Berenji is the award-winning founder and lead attorney at Berenji Divorce and Family Law Group (formerly Berenji & Associates), specialising in complex and high-net-worth divorce cases in Los Angeles County. With over two decades of legal experience, he is known for securing multi-million dollar settlements and advocating fiercely for his clients through both litigation and strategic negotiation. Berenji has been recognised by Super Lawyers, The National Advocates Top 100, Best Legal Counsel Distinguished Member, Lawyers of Distinction, and Beverly Hills Top 10 Attorneys. He holds degrees from UCLA and Loyola Law School and is an active member of several prestigious legal associations. For more details, please visit

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