

TEACHING TWITTER'S TAKEOVER

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“Oh hi lol.”¹ Elon Musk announced to his droves of followers that he had acquired more than nine percent of Twitter’s stock via the now-infamous tweet on April 4, 2022.² Those nine characters started a rollercoaster of events with almost daily hairpin turns, all of them reported in real-time on Twitter.³ Twitter invites Musk to join its board of directors.⁴ Musk agrees.⁵ Actually, he won’t join the board after all.⁶ Musk offers to purchase Twitter.⁷ Twitter

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1. Elon Musk (@elonmusk), TWITTER (Apr. 4, 2022, 12:04 PM), <https://twitter.com/elonmusk/status/1511011921495011328?s=20>.

2. *Id.*

3. After this Article was written, a new dimension of the rollercoaster emerged—a rebranding of Twitter to “X.” See, e.g., Ryan Mac & Tiffany Hsu, *From Twitter to X: Elon Musk Begins Erasing an Iconic Internet Brand*, N.Y. TIMES (July 24, 2023), <https://www.nytimes.com/2023/07/24/technology/twitter-x-elon-musk.html>. This Article relies upon the pre-X nomenclature.

4. Parag Agrawal (@paraga), TWITTER (Apr. 5, 2022, 8:32 AM), <https://twitter.com/paraga/status/1511320953598357505?s=20> (“[W]e’re appointing @elonmusk to our board!”); Elon Musk (@elonmusk), TWITTER (Apr. 5, 2022, 8:39 AM), <https://twitter.com/elonmusk/status/1511322655609303043?s=20> (“Looking forward to working with Parag & Twitter board to make significant improvements to Twitter in coming months!”).

5. Elon Musk (@elonmusk), TWITTER (Apr. 7, 2022, 4:22AM), <https://twitter.com/elonmusk/status/1511982702819520512?s=20> (“Twitter’s next board meeting is gonna be lit.”).

6. Parag Agrawal (@paraga), TWITTER (Apr. 10, 2022, 11:13 PM), <https://twitter.com/paraga/status/1513354622466867201?s=20> (“Elon has decided not to join our board. I sent a brief note to the company, sharing with you all here.”).

7. Elon Musk (@elonmusk), TWITTER (Apr. 14, 2022, 7:23 AM), <https://twitter.com/elonmusk/status/1514564966564651008?s=20> (“I made an offer...”); Twitter Inc., Amendment No. 2 to Schedule 13D/A (form schedule 13D) (Apr. 13, 2022).

adopts a poison pill.⁸ Musk and Twitter reach a deal.⁹ Musk says the deal is “temporarily on hold.”¹⁰

At the time the now-closed deal was unfolding, I was teaching Business Organizations. I was not alone in recognizing the potential of bringing the real-life corporate soap opera into the classroom.¹¹ Business law professors embraced the drama, using the medium upon which it unfolded to bring corporate law to life.¹² This Symposium edition has been devoted to Elon Musk and business law. Our subject presents multiple opportunities to discuss law.¹³ In the parts that follow, I describe how and why I used the preliminary stages of the Twitter takeover as a case study

8. Twitter Investor Relations (@TwitterIR), TWITTER (Apr. 15, 2022, 12:16 PM), <https://twitter.com/TwitterIR/status/1515001122603388928?s=20> (providing press release describing poison pill); Ann Lipton (@AnnMLipton), TWITTER (Apr. 14, 2022, 11:19 AM), <https://twitter.com/AnnMLipton/status/1514986817409495040?s=20> (“[S]itting here waiting for the twitter poison pill to drop like it’s beyonce’s new album”).

9. Twitter, Inc., Current Report (Form 8-K) (Apr. 25, 2022); Elon Musk (@elonmusk), TWITTER (Apr. 25, 2022, 12:12 PM), <https://twitter.com/elonmusk/status/1518623997054918657?s=20> (“I hope that even my worst critics remain on Twitter, because that is what free speech means”).

10. Elon Musk (@elonmusk), TWITTER (May 13, 2022, 5:44 AM), <https://twitter.com/elonmusk/status/1525049369552048129?s=20> (“Twitter deal temporarily on hold pending details supporting calculation that spam/fake accounts do indeed represent less than 5% of users.”).

11. *See, e.g.*, Jessica Erickson (@ProfErickson), TWITTER (Apr. 14, 2022, 7:03 AM), <https://twitter.com/ProfJErickson/status/1514559856124047363> (“[F]or the past 2 weeks, I’ve been opening both Business Associations and Sec Reg with a ‘let’s catch up with Elon’ segment. If only I taught M&A . . .”).

12. *See generally* Ann M. Lipton (@AnnMLipton), TWITTER (Aug. 29, 2023, 6:36 AM), <https://twitter.com/AnnMLipton/status/1696471780452388902> (unpacking elements of Twitter/Musk deal).

13. *See, e.g.*, Quinn Curtis (@QCurtisLaw), TWITTER (Apr. 14, 2022, 11:42 A.M.), <https://twitter.com/QCurtisLaw/status/1514630202546139137>.



to bring business law concepts and related professional responsibility concerns to life.

I. *DEMYSTIFYING BUSINESS LAW AND ENGAGING STUDENTS*

While some students take Business Organizations because they are interested in the subject, a sizable percentage take the course because they think they must.¹⁴ Many are intimidated by the new language they are acquiring, especially if they did not have prior business experience. These demographics raise course design questions. How do we encourage law students to feel comfortable with their new knowledge? Can we help them recognize the real-world impact of the concepts they are studying? Once they see the law in real-life, can and should we infuse those events into classes?

Like others, I aim to make courses approachable and meaningful regardless of students' starting points.¹⁵ I open the semester with some simple questions, like "Why are you taking this class?" and "What do you read, watch, and listen to for fun?"¹⁶ Throughout the semester, these responses—and current events—are built into our classes. I also encourage students to bring examples into the classroom. These steps are intentional. Without knowing my students, what motivates them, and what they find interesting, I cannot design a relevant and exciting course.¹⁷

14. As we move closer to the adoption of the NextGen Bar exam, this cohort will likely grow. *See, e.g.*, Karen Sloan, *A New Bar Exam Is Coming. Here's What It Will Test*, REUTERS (May 25, 2023, 4:22 A.M.), <https://www.reuters.com/legal/legalindustry/new-bar-exam-is-coming-heres-what-it-will-test-2023-05-25/> (describing inclusion of business associations on new bar examination).

15. For example, Professor Jessica Erickson has graciously shared her case studies tied to podcasts. One of them—based on the story behind the DryBar startup—has particularly resounded with students. As a scholar-in-residence in Drexel Kline Law's Center for Law, Policy, and Social Action in spring 2023, Professor Carliss Chatman led my students through a family-owned winery exercise. My students and I are grateful for Professors Erickson's and Chatman's generosity in sharing their excellent and engaging materials.

16. The most frequent responses in recent semesters have included TikTok, The Bachelor, Vanderpump Rules, Succession, and Billions.

17. This approach is recommended by experts in law teaching. *See, e.g.*, Michael Hunter Schwartz, Gerald F. Hess & Sophie M. Sparrow, *WHAT THE BEST LAW TEACHERS DO* 194 (Harvard University Press 2013) ("A defining characteristic of the teachers we studied is that their effort to make their classes significant and relevant to their students."); *id.* at 195 ("In their classes, the teachers we studied use significant and relevant materials that engage their students.").

The Twitter/Musk imbroglio was remarkable in many respects as a teaching tool. First, even if they didn't have their own Twitter account, students were familiar with either Elon Musk or Twitter (if not both). Second, the deal played out on a social media platform that required the players to engage their audiences with a limited number of characters.¹⁸ Deal machinations were delivered in short, easily digestible, direct, and sometimes humorous morsels, whetting students' appetites to dig into underlying legal documents that they would ordinarily describe as steamed broccoli, making those filings seem more like ice cream.¹⁹ Third, the deal dominated conversation outside legal circles, and students wanted to make informed contributions when discussing the news with family and friends.²⁰ Finally, the timing was perfect: the Twitter deal could serve as a review of previously covered core concepts and as a vehicle for learning new material.

Like other professors, I opened April 2022 classes by asking what was happening with Twitter.²¹ While weaving individual aspects of the deal—via tweet—through the discussion of new material increased student engagement, using the deal as a class-long case study near the end of the semester to review prior concepts resulted in even greater learning gains. Our penultimate class focused entirely on the deal. We start from the beginning, with a slide of Musk's announcement that he had acquired more than nine percent of Twitter's stock:



Elon Musk  
@elonmusk

Oh hi lol

12:04 PM · Apr 4, 2022

51.1K Retweets **10.6K** Quotes **890.8K** Likes

18. Tweets can include up to 280 characters. *See Counting Characters*, TWITTER DEV. PLATFORM, <https://developer.twitter.com/en/docs/counting-characters> (last visited Nov. 10, 2023).

19. Musk, *supra* note 5.

20. *See, e.g.*, Pamela Foohey (@PamelaFoohey), TWITTER (Apr. 15, 2022, 4:40 PM), <https://twitter.com/PamelaFoohey/status/1515067513779933186> ("I'm on a Metro-North train. Multiple conversations about Twitter and Musk and the poison pill happening around me. And now I'm going to spend the next 30 minutes fighting the urge to correct everyone.")

21. Erickson, *supra* note 11.

This tweet permits discussion of reporting requirements for ownership of more than five percent of a public company's stock.²² After a quick review of what a public company is and the policy behind reporting, I ask students to go to EDGAR to find Musk's filing and have the relevant rule handy. Working in groups, they evaluate whether Musk's filing follows the law. After recognizing that the filing was late, we discuss why that might matter. I next share a screenshot of a putative class action lawsuit contending that investors who sold stock between the time Musk was required to disclose and the actual disclosure were harmed.²³ After discussing the complaint's allegations, we unpack the difference between direct and derivative lawsuits and the procedural requirements relating to derivative claims.

Next, I present a slide of the tweet announcing that Musk has been invited to join Twitter's Board of Directors:



This tweet opens a discussion of the reasons Twitter might have wanted to add Musk to the board. It also introduces what I call a “corporate law scavenger hunt”: the class searches Twitter's bylaws and charter for provisions concerning board members. We then debrief, reviewing concepts including amending charters and bylaws, board structure, board appointments, and types of directors, all in the context of Twitter's governing documents.

Another tweet guides a discussion of board member fiduciary duties:

22. 17 C.F.R. § 240.13d-1(a) (2023).

23. *Rasella v. Musk*, 342 F.R.D. 74, 79 (S.D.N.Y. 2022) (“By failing to disclose that his ownership interest exceeded 5%, Musk was able to acquire Twitter shares at artificially low prices between March 24 and April 4 . . . [plaintiffs] sold Twitter shares during this period and therefore ‘missed the resulting share price increase,’ instead selling at artificially low prices.”).



Musk's joke helps segue into a discussion of board members' expectations, the duties they owe, and topics of indemnification and exculpation.

Musk's decision to decline the board seat and instead offer to purchase Twitter presents another opportunity for review:



After presenting the tweet, I ask students to put themselves into the role of a Twitter director and evaluate the offer. The discussion that follows includes the steps directors might take to meet their fiduciary obligations, the types of experts they might wish to employ to assist (and why), and their potential responses. This inevitably leads to a discussion of poison pills and affords an opportunity to evaluate Twitter's actual poison pill.

Though my Spring 2022 review session took place before the Musk/Twitter deal closed, subsequent events—including Musk's efforts to step aside from the deal, or, once the deal closed, the changes he made to the company—present additional opportunities for an engaging and layered review of core business law concepts.

II. *LAWYERING AND PROFESSIONAL RESPONSIBILITY*

Musk has been described as a “nightmare client.”²⁴ I ask students whether they would represent Musk and, if so, the issues that might arise. This question tees up multiple rules of professional conduct in addition to professional identity concerns. The following parts provide a non-exhaustive collection of such prompts related to the Twitter/Musk deal.

A. Commencing and Terminating Client-Attorney Relationships

Lawyers have the greatest degree of freedom when they are deciding whether to accept an engagement. When a client first approaches a lawyer about potentially providing legal advice, the client is vetting the lawyer. These initial meetings also permit lawyers to vet the client. Musk’s very public Twitter antics and prior run-ins with regulators might give lawyers pause before agreeing to represent him. How would a client like Musk respond to legal advice? Will such a client provide the lawyer with sufficient information and communication to facilitate the representation? Will the client push the lawyer to the bounds of what is ethical and seek the lawyer’s advice before/or to facilitate breaking the law? Questions like these allow for a fulsome discussion of client selection determinations and lawyers’ ethical responsibilities.

For example, my class discusses client relationship documentation. A written engagement agreement is not always required, except when a lawyer’s pay is contingent in nature.²⁵ Though the American Bar Association’s (“ABA”) Model Rules require that a lawyer and client communicate about the “basis or rate of the fee and expenses for which the client will be responsible . . . preferably in writing,” some lawyers shun the idea

24. Derek Thompson, *Elon Musk Is a ‘Nightmare Client’*, THE ATLANTIC (July 14, 2022), <https://www.theatlantic.com/ideas/archive/2022/07/musk-twitter-deal-break-lawsuit-claims/670515/>.

25. Indeed, the American Bar Association’s (“ABA”) Model Rules of Professional Conduct merely suggest that a lawyer’s contract with her client be reduced to writing. MODEL RULES OF PRO. CONDUCT r. 1.5(b) (AM. BAR ASS’N 2020). When there is a contingency fee, the ethics rules require a written contract. *See* MODEL RULES OF PRO. CONDUCT r. 1.5(c) (AM. BAR ASS’N 2020). (“A contingent fee agreement shall be in a writing signed by the client and shall state the method by which the fee is to be determined . . . [listing additional requirements of contingent fee contracts].”).

of a written engagement agreement.²⁶ Nevertheless, it is the best practice for a lawyer to have written documents confirming the client representation status.²⁷ Defining the relationship helps set expectations and can lead to a smoother client-attorney relationship.²⁸ In addition, accepting a client who may act contrary to legal advice gives rise to a conversation about the circumstances—which are more limited than students anticipate—under which a lawyer may withdraw from representation.²⁹

B. Social Media in Law Practice

As they kept an eye on what was happening with Twitter, students shared that they had seen many lawyers tweeting about the deal. This led to a deeper discussion of why lawyers and professors tweet (or otherwise engage online) and the related professional responsibility concerns. For example, the Model Rules require that lawyers provide competent legal representation, including keeping up with changes in the substantive law and how legal advice is delivered, fostering a discussion about technology and competence.³⁰

The Twitter deal also presents the opportunity to discuss lawyers' obligation to communicate with their clients, highlighting how many of the law professors tweeting about Musk accurately described the law in a way accessible to expert and lay audiences alike.³¹ While, of course, communicating with your own client publicly via Twitter would likely result in violations of

26. MODEL RULES OF PRO. CONDUCT r. 1.5(b) (AM. BAR ASS'N 2020).

27. These documents include a written engagement agreement, a non-engagement letter declining a representation, and a dis-engagement letter noting when the client representation has concluded. I often use a Taylor Swift example for clearly and directly communicating client-attorney relationship status. See TAYLOR SWIFT, *We Are Never Ever Getting Back Together (Taylor's Version)*, on RED (TAYLOR'S VERSION) (Republic Records 2021).

28. This discussion can of course be expanded. In future semesters, I plan to ask Business Organizations students to draft an engagement agreement for this transaction. See Courtney Anderson, Jessica Gabel Cino, Nicole G. Iannarone and Leslie Wolf, *Experiential Learning Across the Curriculum: Options for Every Class 77*, in Emily Grant, Sandra Simpson & Kelly Terry (co-editors) EXPERIENTIAL EDUCATION IN THE LAW SCHOOL CURRICULUM (2017) (describing engagement agreement exercise).

29. MODEL RULES OF PRO. CONDUCT r. 1.16 (AM. BAR ASS'N 2020).

30. MODEL RULES OF PRO. CONDUCT r. 1.1 cmt. 8 (AM. BAR ASS'N 2020) (describing technological awareness as an element of competence).

31. MODEL RULES OF PRO. CONDUCT r. 1.4 (AM. BAR ASS'N 2020) (describing communication obligation).

confidentiality rules and waive the attorney-client privilege, these tweets provide excellent examples of clear and accessible communications with lay audiences.³²

Our discussion then shifts to confidentiality.³³ Students are often surprised by the expansiveness of a lawyer's confidentiality obligation, which "applies not only to matters communicated in confidence by the client but also to all information relating to the representation, whatever its source."³⁴ This means, for example, that before a lawyer can go to social media to share a well-won victory, they must seek the client's informed consent, even when information is otherwise in the public domain.³⁵ To illustrate this point, I show a screen shot of an article detailing Musk's successful defense against a claim that his infamous tweet concerning taking Tesla public at \$420 was misleading.³⁶ I ask students to put themselves in the role of Musk's lawyers and consider whether they would want to publicize this victory. Most answer yes, and we then describe the steps they would need to take to share their courtroom victory without violating Rule 1.6.³⁷

C. Diminished Capacity and Impairment

Elon Musk has made multiple joking references to marijuana in the context of his business dealings.³⁸ I refer students to Musk's joking tweet concerning joining the Twitter board and ask them to assume for discussion purposes that they represent a client who

32. See generally @AnnMLipton (providing humorous, informative, and accessible tweets concerning business and securities law).

33. MODEL RULES OF PRO. CONDUCT r. 1.6 (AM. BAR ASS'N 2020).

34. MODEL RULES OF PRO. CONDUCT r. 1.6 cmt. 3 (AM. BAR ASS'N 2020).

35. MODEL RULES OF PRO. CONDUCT r. 1.6(a) (AM. BAR ASS'N 2020) ("A lawyer shall not reveal information relating to the representation of a client unless the client gives informed consent . . ."); ABA Comm. on Ethics & Pro. Resp., Formal Op. 480 (2018).

36. Elon Musk (@elonmusk), TWITTER (Aug. 7, 2018, 12:48 PM), <https://twitter.com/elonmusk/status/1026872652290379776> ("Am considering taking Tesla private at \$420. Funding Secured."); Peter Blumberg, 'Teflon' Elon Wins Again as Jury Rejects Tweet Fraud Claims (2), BLOOMBERG L. (Feb. 3, 2023), <https://news.bloomberglaw.com/securities-law/musk-defeats-tesla-shareholder-suit-after-trial-over-2018-tweets>.

37. ABA Comm. on Ethics & Pro. Resp., Formal Advisory Op. 480 (2018); see also ABA Comm. On Ethics & Pro. Resp., Formal Op. 479 (2017) (describing "generally known" exception to Rule 1.6 and when such information may be used adversely to a former client).

38. Ben Gilbert, *As Elon Musk's Attempted Takeover of Twitter Continues, Both Sides are Making Elaborate Weed Jokes*, BUS. INSIDER (Apr. 18, 2022), <https://www.businessinsider.com/elon-musk-and-twitter-make-weed-jokes-in-federal-filings-2022-4>. But see Danny Hernandez, *Elon Musk Swears Hilarious \$420 Tesla Stock Offer Was Not a Joke*, L.A. MAG. (Jan. 23, 2023), <https://lamag.com/news/elon-musk-swears-hilarious-420-tesla-stock-offer-was-not-a-joke>.

they know is under the influence.³⁹ ABA Model Rule 1.14(a) provides that “[w]hen a client’s capacity to make adequately considered decisions in connection with a representation is diminished . . . the lawyer shall, as far as reasonably possible, maintain a normal client-lawyer relationship with the client.”⁴⁰ Many students—and lawyers—assume that Rule 1.14 only comes into play when a client is permanently disabled or otherwise incapacitated. Yet, the rule also recognizes that incapacity and diminished capacity can be temporary or fleeting and applies when a client cannot participate adequately in the representation while under the influence.⁴¹ We then pivot to lawyer impairment and addiction and the ethical concerns related thereto.⁴²

D. Professional Identity Formation

Many students worry about whether they will be able to sustain a law practice and obtain clients when they graduate. While this is of course a valid concern, I suggest that a more critical focus is students’ proposed identities as lawyers.⁴³ What do they hope to accomplish as lawyers? How will client representation decisions fit into their own identity as a lawyer? How will they not just survive the sometimes-brutal practice of law but instead

39. See Musk, *supra* note 5 and accompanying text and image (“Twitter’s next board meeting gonna be lit.”).

40. MODEL RULES OF PRO. CONDUCT r. 1.14(a) (AM. BAR ASS’N 2023).

41. See generally Nicole G. Iannarone & Mary Kate McDevitt, *Representing Clients with Diminished Capacity*, 27 PIABA BAR J. 309, 381 (2020) (describing lawyer responsibilities when working with a client who has diminished capacity).

42. See, e.g., Nicole G. Iannarone, *Keeping our Houses in Order: Lawyers’ Obligations Concerning Our Own or Our Colleagues’ Inability to Competently Represent Clients*, 23 PIABA BAR J. 145, 277 (2016).

43. Neil Hamilton, *Empirical Research on the Core Competencies Needed to Practice Law: What Do Clients, New Lawyers, and Legal Employers Tell Us?*, THE BAR EXAM’R, Sept. 2014, at 6, 13 (“professional formation encompasses an *internalized moral core* characterized by a *deep responsibility or devotion to others*, particularly the client, and some *restraint on self-interest in carrying out this responsibility*”) (citing Neil Hamilton & Verna Monson, *Legal Education’s Ethical Challenge: Empirical Research on How Most Effectively to Foster Each Student’s Professional Formation (Professionalism)*, 9 U. ST. THOMAS L.J. 325, 326 (2011)); Daisy Hurst Floyd, *Practical Wisdom: Reimagining Legal Education*, 10 U. ST. THOMAS L.J. 195, 201–02 (2012) (“Professional identity refers to the way that a lawyer integrates . . . personal and professional values. A lawyer with an ethical professional identity is able to exercise practical wisdom and to live a life of satisfaction and well-being.”); Patrick E. Longan, *Teaching Professionalism*, 60 MERCER L. REV. 659, 663 (2009) (describing professional identity course as “seek[ing] to equip students with the information they need to choose what kind of lawyer they will become and inspire them to make choices that will enable them [to best] serve their clients, fulfill their public responsibilities, and find deep meaning in their work”).

thrive? ABA Standard 303(b) requires that law schools “provide substantial opportunities to students for . . . the development of a professional identity,” which is defined as “what it means to be a lawyer and the special obligations lawyers have to their clients and society.”⁴⁴ The Musk/Twitter deal is an excellent vehicle for commencing such reflection.

In the context of the Musk/Twitter deal, I ask each student to reflect upon their lawyering ideals and what it could mean to represent a client who, particularly in the tech/startup world, may “move fast and break things.”⁴⁵ For example, students reflect upon whether their conception of lawyering matches what a client like Elon Musk might expect from a lawyer. What did consideration of the Musk/Twitter deal teach them about themselves as lawyers and the type of practice they hope to cultivate? Would they accept Musk as a client? Why or why not? If they did accept the representation, how might working with a demanding client conflict with their lawyering ideals? These questions lead to a rich discussion.

III. CONCLUSION

The Twitter/Musk deal and its cast of characters continues to provide teachable moments. Since I originally taught the case study, the transaction took many more twists and turns that can—and should—be added. Indeed, as this Article goes to print, Musk’s efforts to rebrand Twitter as “X” are unfolding.⁴⁶ In any event, there will certainly be another high-profile story that affords similar opportunities to bring business law to life while engaging students. For example, in spring 2023, #Scandoval was trending, permitting us to explore the impact of entity selection on the

44. ABA STANDARDS AND RULES OF PROC. FOR APPROVAL OF LAW SCH. 2023–2024 STANDARD 303(b) (ABA STANDARDS AND RULES OF PROC. FOR APPROVAL OF LAW SCH. 2023–2024 INTERPRETATION 303-5 (AM. BAR ASS’N 2023)). Law schools must provide students with “frequent opportunities” to reflect upon “the values, guiding principles, and well-being practices considered foundational to successful legal practice” “during each year of law school and in a variety of courses.” *Id.* at Interpretation 303-5.

45. Rick Newman, *All the Ruckuses Elon Musk Has Caused*, YAHOO! NEWS (Nov. 7, 2022), <https://news.yahoo.com/all-the-ruckuses-elon-musk-has-caused-214720358.html> (“Tech bros move fast and break things, and none wields the hammer as aggressively as Elon Musk . . .”).

46. Kate Conger, *So What Do We Call Twitter Now Anyway?*, N.Y. TIMES (Aug. 3, 2023), <https://www.nytimes.com/2023/08/03/technology/twitter-x-tweets-elon-musk.html> (describing rebranding of Twitter to “X.”).

various businesses owned by *Vanderpump Rules* cast members.⁴⁷ A segment during a Monday morning class debriefing the corporate law consequences of the prior evening's *Succession* episode also resounded with students.⁴⁸ Using current and pop culture examples invigorates classroom discussions, leads to greater engagement, and assists in subject matter mastery. This Article is my humble attempt to provide one simple example of bringing business law and lawyering to life through a cast of characters known to nearly all law students in the hopes of further filling our "ludicrously capacious bag[s]" of teaching tricks.⁴⁹

47. Wilson Wang, *Vanderpump Rules' Affair: Everything You Need to Know*, N.Y. TIMES (May 24, 2023), <https://www.nytimes.com/2023/03/06/style/vanderpump-rules-cheating-explainer.html?searchResultPosition=3>.

48. At least one law school course is taught entirely through the lens of the television show. Karen Sloan, *These Students Are Learning Corporate Law Through TV Hit 'Succession'*, REUTERS (Jan. 21, 2022), <https://www.reuters.com/legal/transactional/these-students-are-learning-corporate-law-through-tv-hit-succession-2022-01-21/>.

49. Chris Murphy, *Succession's "Ludicrously Capacious Bag" Is the Meme We Deserve*, VANITY FAIR (Mar. 28, 2023), <https://www.vanityfair.com/hollywood/2023/03/gregs-dates-ludicrously-capacious-bag-is-the-succession-meme-we-deserve>.