



SUPERIOR COURT OF NEW JERSEY – ESSEX VICINAGE

2026 LAW DAY

THE RULE OF LAW AND THE AMERICAN DREAM

HIGH SCHOOL FACT PATTERN SYNOPSIS ***AVERY JOHNSON V. PULSE THREADS, INC.***

Avery Johnson is a 18-year-old senior at Westbrook High School. Avery is an honor student who is active in the school's theater program and hopes to pursue a career in communications or the arts. Over the past two years, Avery has also built a large social media following by posting short videos focused on fashion, confidence, and student life. Avery's content is popular among teenagers and is generally positive and school-appropriate but is especially known for a free-spirited style that challenges trends and encourages individuality.

In early spring, Avery was cast in the lead role of a school-sponsored theater production titled *Crossing Lines*. The play addressed themes of identity, peer pressure, and social expectations faced by teenagers. While approved by the school administration, the play sparked debate among some parents and community members, who felt its subject matter was too mature. Others praised the production for encouraging discussion and empathy.

Around the same time, Avery was contacted by Pulse Threads, Inc., a mid-sized clothing company seeking to promote a new clothing line aimed at teenagers and young adults who embrace self-expression and reject conventional norms. Pulse Threads offered Avery a paid influencer agreement, specifically because Avery's authentic style was seen as a perfect fit for the brand's image. Under the written contract, Avery agreed to post three promotional videos and two photos featuring Pulse Threads products over a one-month period. In return, Pulse Threads agreed to pay Avery \$2,500 and provide free merchandise.

The contract included a clause stating that payment was contingent on Avery maintaining conduct consistent with Pulse Threads' brand image and values. The contract did not define those terms or reference any specific activities that would violate the clause.

Avery completed all required promotional posts on time. The content clearly featured Pulse Threads clothing, included required promotional language, and received strong engagement from viewers. Pulse Threads did not raise any concerns about the content at the time it was posted.

Shortly after the final promotional post went live, local media coverage highlighted the debate surrounding *Crossing Lines*. Avery was mentioned by name in several articles as the lead actor in the play. Following this coverage, Pulse Threads informed Avery that it would not issue payment under the influencer contract. The company stated that Avery's involvement in the play had become controversial and was inconsistent with Pulse Threads' brand image.

Avery disputed Pulse Threads' decision, arguing that participation in a school-approved play was unrelated to the promotional content and that the contract did not prohibit involvement in school theater productions or address off-platform activities. Avery also noted that Pulse Threads was aware of Avery's involvement in school theater and specifically partnered with Avery because of Avery's bold, free-spirited identity.

After attempts to resolve the dispute failed, Avery filed a civil lawsuit alleging breach of contract and seeking payment owed under the agreement. Avery argues that vague morality or brand image clauses should not be used to deny payment after a contract has been fully performed.

Pulse Threads denies wrongdoing and argues that the brand image clause gives it discretion to protect its reputation and that Avery's association with a controversial production potentially harmed the company's marketing goals.

The case is now before the Superior Court.

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