

Advertising & Marketing

fredlaw.com

Related Services

Trademarks & Copyrights

Sports & Entertainment

With our unique backgrounds and dedicated experience in the business world, our Advertising & Marketing Group has the comfort level and confidence to provide smart, fast, and practical solutions to your branding challenges. We are creative thinkers with creative backgrounds who provide clients with a true competitive edge in the marketplace.

Advertising & Promotion

We advise and represent advertisers, advertising, direct marketing, and sales promotion agencies, designers, illustrators, photographers, and other creative service businesses of all sizes throughout the country. Many advertising legal principles operate in a gray area, where subjectivity and nuance are crucial. We provide practical assessments and risk mitigation strategies.

The services we offer clients include:

- Advertising copy compliance
- Native advertising issues
- Federal Trade Commission (FTC) issues
- National Advertising Division (NAD) issues
- Children's Advertising Review Unit (CARU) issues
- Distilled Spirits Council of the United States (DISCUS) issues
- Television network clearance
- Social media issues
- Claim substantiation issues
- False advertising disputes and litigation
- Competitive advertising disputes and litigation
- Sweepstakes compliance and official rules
- Customer loyalty programs, rewards, and coupons
- Telephone Consumer Protection Act (TCPA) and CAN-SPAM compliance
- Commercial co-venture (CCV) registration
- Agency and client agreements
- Talent, celebrity, and influencer contracts
- Privacy and publicity rights issues
- Screen Actors Guild-American Federation of Television and Radio Artists (SAG/AFTRA) and other union issues

- Disclaimers and disclosures advice
- Releases and waivers
- Confidentiality and non-disclosure agreements
- Hold-harmless and indemnification agreements
- Product labeling and warranties

Experience

Representative Cases

- Assist a major home shopping company launch and run a new television network and license related content.
- Assist a large toy manufacturer negotiate and license iconic comic book characters and pop culture assets.
- Negotiate programmatic and single site media buy agreements for a renowned beverage company.
- Provide strategies and options related to a false advertising dispute to international packaged and refrigerated foods company.
- Negotiate master services agreements with agencies for a multinational financial services corporation.
- Provide advice regarding advertising and packaging rules and regulations relevant to prescription drugs to an agency client.
- Provide advice on sales, licensing, and monetization opportunities to the owner of a unique art collection and copyright assets.
- Negotiate publishing agreements for a prevalent children's book author and illustrator.