

Advertising & Marketing Law

The Advertising & Marketing Law practice group offers sophisticated, experienced advice to clients promoting goods and services to a wide variety of clients (B2C, B2B etc.). Best & Flanagan regularly advises clients on all facets of advertising and marketing law. From initial conception through execution, we work with our clients to ensure that their message is grounded within a sound legal framework.

Clients include name-brand advertisers, advertising agencies, PR firms, production companies, advertising agency networks, media companies, technology companies, publishers, film studios, television networks, cable channels, authors, musicians and celebrities.

We provide comprehensive legal counsel from start to finish, ranging from the creation, design and production of marketing campaigns, through the launch and dissemination of all variety of advertising, sales and promotional materials. We assist our clients in diligently prescreening and reviewing proposed marketing and advertising campaigns. Our practice covers areas as diverse as regulatory compliance, consumer protection, intellectual property, celebrity endorsements, e-commerce, promotions, sweepstakes, contests, event management, sponsorships, product placement, licensing, defamation, invasion of privacy, contracts, mergers and acquisitions, joint ventures, social media issues, and trade association regulation.

We regularly work to ensure that all new and existing marks, slogans, taglines, logos and copy are properly cleared and conform to established and accepted usage guidelines. We also provide important due diligence and risk management advice regarding the substantiation of product claims. For campaigns involving promotions, we advise on the creation and execution of sweepstakes, contests, raffles and loyalty programs executed both online and through traditional media venues.

Related Practices

Intellectual Property

Related Professionals

- > David Schelzel, Attorney
- > David Zubke, Attorney