

Assuring Clients Compliance with Intellectual Property Laws

Serving Marketing, Advertising, Entertainment and Market Research Industries

As the amount of advertising and promotional media in the marketplace has skyrocketed over recent years, businesses have struggled to strengthen and protect their brands while abiding by advertising industry guidelines and laws. Our Marketing, Advertising and Entertainment practice helps assure our clients that their digital, print and broadcast advertising is compliant with intellectual property laws, privacy and publicity laws, and federal and state laws, without sacrificing their business needs or marketing goals. We advise clients on the design, development and execution of various consumer-related promotions and advertising campaigns, including those incorporating rapidly-developing technologies.

Additionally, our capabilities serving firms within the market research industry have expanded to cover the full range of businesses in that industry, including: data analytics, custom and syndicated research, mystery shopping, pharmaceutical market research and technology services.

Professionals

Russell F. Anderson

Practice Areas

Market Research

Marketing, Advertising and Entertainment