Advertising

SELLING THE SIZZLE

When creating marketing strategy for a product or service, there are many factors to consider: customer demographics, visual design, and the message you want to convey. But how often do you consider the legal ramifications of your branding and marketing efforts? Brooks Pierce attorneys provide timely counsel to companies on developing strong, clever brands while still keeping in compliance with state and federal regulations.

Our services include:

Digital marketing – our attorneys work with marketing teams to develop ad campaigns and endorsements that minimize legal risk. We handle issues regarding transmitting marketing communications to potential customers. We also counsel companies on rules involving contests, sweepstakes, and raffles.

Political advertising – our team counsels broadcast companies and television and radio stations on the rules surrounding political advertising and the necessary reports it requires.

Rights-of-use – we advise clients on their rights to use specific music or images in their advertising. We also handle related licensing and intellectual property issues.

Talent agreements

SAG-AFTRA compliance

Production agreements

Music licensing