

## Brooks Pierce Attorneys Will Quick and Amanda Whorton Speak at Guilford Merchants Association Digital Marketing Institute

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Brooks Pierce attorneys Will Quick and Amanda Whorton recently spoke at the Digital Marketing Institute seminar hosted by the Guilford Merchants Association (GMA) in Greensboro on Aug. 29.

The seminar, entitled “From Consent to Copyrights: How to Avoid Legal Pitfalls in Your Digital Marketing,” provided employees and owners of GMA member companies with general information about common mistakes made by businesses in the digital marketing world. In a creative presentation, Quick and Whorton discussed the costly impacts of copyright, advertising and data privacy law violations, and how businesses can adopt smarter marketing practices to help avoid these pitfalls.

Quick’s practice includes working with clients of all sizes to craft comprehensive privacy programs that fit the unique needs of their business. He also works with clients to implement appropriate response measures and provide the required notices in the event that a data breach occurs.

Whorton provides counsel to businesses and individuals in a wide range of intellectual property issues, including trademarks, copyrights, and patent infringement. She also practices in entertainment and media law and represents radio and television stations, producers, filmmakers, musicians, and artists.