



## Advertising, Marketing and Promotions

Our internationally recognized advertising team helps major brands, agencies and media companies navigate the ever-changing regulatory landscapes that affect how their advertising, marketing and promotional campaigns are activated, produce and distribute advertising content, and structure and negotiate cutting-edge marketing and sponsorship deals. We represent global consumer brands, major film studios, broadcasters, online and mobile video distribution channels, and their respective advertising, marketing and promotions agencies, in all aspects of marketing (including sports, entertainment and interactive), as well as in innovative branded entertainment and e-commerce initiatives.

Among our clients are high-profile major consumer brands across a range of sectors, and a stellar range of professional sports bodies (eg. Premier League, NFL, NBA, MLB, NHL, MLS and NASCAR). We also have extensive experience of acting for both advertising/media agencies, and advertising publishers (conventional and online media companies), such that we are in an unrivalled position to provide rounded advice to all players on the advertising market. Our advertising team is ranked by both Legal 500 and Chambers in various territories around the world.

### AUTRES COMPÉTENCES

- Intellectual Property and Technology

### AUTRES SECTEURS

- Médias, Sports et Divertissement

## CAPABILITES

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### Clearance and Promotions

- reviewing and clearing advertising copy for use in broadcast, online and offline media;
- advising clients on compliance with advertising regulation and law, including in relation to children, alcoholic drinks, gambling, fantasy sports, pharmaceutical products and devices, cosmetics, food and beverage, and environmental claims;
- advising on sweepstakes/ prize draws, skill competitions and other promotions, often spanning multiple countries (including producing terms and conditions, obtaining licences and complying with other formalities where required, advising on tax aspects, and dealing with related complaints and disputes);
- advising on IP infringement risk in advertising and on strategies to minimise such risk;
- advising on product labelling and packaging regulation (including for highly regulated/ restricted products like pharmaceuticals, medical devices, alcohol, tobacco, cannabis);
- advising on pricing and distribution advertising issues, often in conjunction with our competition (anti-trust) team;
- advising sponsors, rights-owners and third party brands on ambush marketing issues around major sporting events;

- advising on financial and consumer credit advertising and promotions, in conjunction with our colleagues focusing on those areas of regulation;

## Disputes / Investigations

- representing clients on cases before national (and state) advertising regulators (including filing complaints against competitors);
- representing clients on litigation and arbitration relating to advertising and marketing (including IP and consumer law claims between competitors, internet keyword advertising disputes, contractual disputes with agencies and suppliers, and class action and other claims by consumers);
- advising clients on governmental investigations and consultations relating to advertising and marketing;
- defending clients from criminal prosecutions for advertising offences, in conjunction with our White Collar and Corporate Crime team;

## Transactional

- negotiating creative agency engagement agreements;
- structuring and negotiating media planning and buying agreements;
- sports and other event marketing and sponsorship agreements;
- preparing and negotiating joint promotion alliances for product launches and tent-pole motion picture releases;
- analyzing and licensing copyright, trademark, publicity and other intellectual property rights associated with advertising and marketing projects;
- structuring and activating social media campaigns, branded entertainment initiatives and customer loyalty programs;
- commercial agreements for e-sports telecasts, virtual reality productions and other innovative content initiatives;
- preparing endorsement agreements with celebrities and influencers;

## Data Privacy

- advising (in conjunction with our leading Data Protection and Privacy team) on all data protection and privacy aspects of such advertising work (including direct marketing campaigns, behavioural advertising and ad-tech, privacy aspects of promotions, dealing with regulatory investigations and data breaches arising out of marketing campaigns).

## EXPERIENCE

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- Clearing, running and undertaking subsequent updates for an international prize promotion for a major tech brand covering approximately 50 countries.
- Negotiating endorsement/ other talent agreements on behalf of major retailers and consumer brands with athletes, social media influencers and A-list celebrities from the sports, fashion, music and entertainment industries.
- Advising a household name consumer goods brand on numerous comparative advertising disputes (as both complainant and respondent) with its major competitors across multiple territories (including before several national regulators).
- Negotiating entertainment marketing agreements and structuring the corresponding campaigns in connection with major film releases.
- Advising global operator of theme parks on advertising and marketing clearance, developing compliance policies, dealing with advertising regulatory breaches and complaints, and negotiating marketing aspects of brand licensing agreements.
- Advising an online fashion retailer, one of the fastest growing e-commerce companies in Europe, on their advertising & marketing roll-out around Europe.
- Representing a leading global technology company in advertising and unfair competition matters, including coordinating several cross-border litigation matters, the placement of advertising campaigns, advertising clearance, promotions etc.
- Advising a worldwide leading cosmetics company on various promotion and advertising campaigns, in particular cross-border campaigns.

- Multi-jurisdictional assistance to two global sportswear brands on influencer marketing issues, and developing influencer terms and policies.
- Producing influencer term templates for various well-known international brands.

## NEWS

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### **DLA Piper publie son livre blanc du numérique et ses déclinaisons sectorielles et organise son tech summit 2019**

29 MAR 2019

Suite à la première édition du Guide du Numérique 1 publié en 2017, écoulé à plus de 13000 exemplaires et traduit en anglais en 2018, pour des clients internationaux le cabinet DLA Piper prolonge la réflexion sur l'évolution de la transformation digitale avec la publication de ce deuxième ouvrage.

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### **Changements au sein de l'équipe de direction internationale de DLA Piper - Stéphane Lemarchand associé au bureau de Paris, et responsable international de la pratique Intellectual Property & Technology, premier français a rejoindre le comité exécutif de la firme**

14 DEC 2018

DLA Piper annonce aujourd'hui un certain nombre de changements au sein de son équipe de direction internationale (Managing Directors "MD") effectifs à compter du 1er janvier 2019, lesquels font suite à la réélection de Simon Levine comme International Managing Partner pour un second mandat.

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### **DLA Piper conseille Vilmorin dans le cadre de l'acquisition d'advanseed**

8 AUG 2018

DLA Piper a conseillé Vilmorin SA filiale du groupe Limagrain, dans le cadre de l'acquisition de la société danoise AdvanSeed, une société spécialisée dans le développement de semences, dont le capital est racheté intégralement à ses fondateurs.

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