



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.

СООТВЕТСТВУЮЩИЕ УСЛУГИ

- Intellectual Property and Technology

СООТВЕТСТВУЮЩИЕ ОТРАСЛИ ЭКОНОМИКИ

- Media, Sport and Entertainment

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. We also advise regularly on sustainability / ESG aspects of advertising campaigns. Our advertising team is ranked by both Legal 500 and Chambers in various territories around the world.

CAPABILITES

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 sustainability/ ESG claims, children, alcoholic drinks, gambling, esports, pharmaceutical products and devices, cosmetics and food and beverage;
- 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 good cause promotions (eg compliance with charity laws);
- 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

- Clearing, running and undertaking subsequent updates for an international prize promotion for a major tech brand covering approximately 50 countries.
- Advising a global brand on various aspects (regulatory and transactional) of charitable promotions, across a number of jurisdictions.
- 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.
- Assisting a leading international consumer goods manufacturer on a competitor dispute regarding sustainability and environmental claims.

- 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.

ПУБЛИКАЦИИ И МЕРОПРИЯТИЯ

Публикации

Adapting to a new consumer market

15 April 2020

As consumer-facing businesses consider changes in their business models, avoiding legal pitfalls in some key areas is necessary for a successful transition.

With great influence comes great responsibility: potential liabilities in the growing influencer marketplace

30 Sep 2019

What responsibility, if any, falls on the influencer for social media product endorsements?

Who's that bot? California requires clear disclosure starting 7/1/2019

20 June 2019

A California law attempts to tackle the problem of automated online accounts that simulate conversation – and that are used to confuse or deceive.

НОВОСТИ

DLA Piper was platinum sponsor of 2021 Virtual Fox Moot

15 Mar 2021

DLA Piper Canada is proud to have once more participated as a platinum sponsor and event co-ordinator of the Harold G. Fox Moot; which for the first time since its inception, was hosted virtually.

DLA Piper (Canada) LLP obtains order for transfer of disputed domain name to Хypex

3 March 2021

The World Intellectual Property Organization recently ordered that the disputed domain name <szypex.com> be transferred from its registrant to Xypex Chemical Corporation.

DLA Piper's Luxembourg team enters World Trademark Review ranking

25 February 2021

Our Luxembourg office is pleased to announce that we have been ranked as a recommended law firm in the World Trademark Review.

DLA Piper (Canada) LLP increases rankings in the 2021 edition of World Trademark Review 1000

22 February 2021

DLA Piper (Canada) LLP was once more recognized as a leader in Canadian trademarks in the 2021 edition of *World Trademark Review 1000 (WTR 1000)* - The World's Leading Trademark Professionals, achieving a silver ranking for both litigation and prosecution.

DLA Piper (Canada) LLP recognized by *Chambers Global 2021*

19 February 2021

DLA Piper (Canada) LLP and nine of its practitioners have been recognized in the 2021 edition of *Chambers Global*.

Bentley Gaikis named in the IFLR Rising Stars Awards 2020 Americas

11 February 2021

DLA Piper (Canada) LLP is pleased to announce that Bentley Gaikis from the firm's Toronto Office has been recognized in the Rising Stars Awards 2020 Americas for his outstanding patent practice.

DLA Piper shortlisted by the *Financial Times* for five FT North America Innovative Lawyers awards

8 December 2020

DLA Piper is pleased to announce it has been shortlisted by the *Financial Times* for five FT North America Innovative Lawyers 2020 awards.

DLA Piper and Aldersgate DLS launch TOKO, a fast, secure and cost effective solution for buying and selling high value assets using blockchain technology

5 November 2020

Global law firm DLA Piper in collaboration with Aldersgate DLS (Digital Ledger Solutions), has launched TOKO, a unique tokenisation engine and vital component in the digital asset ecosystem. Developed with Aldersgate DLS, TOKO provides smart contract functionality and digital asset creation functionality and assurance.

Michal Kasprovicz and Cristina Mihalceanu named 2020 *Managing Intellectual Property* Rising Stars

October 29, 2020

DLA Piper (Canada) LLP congratulates Michal Kasprowicz and Cristina Mihalceanu on being named Rising Stars in *Managing Intellectual Property's* IP STARS 2020 global rankings.

Five DLA Piper (Canada) LLP partners named LMG Life Science Stars

5 October 2020

Five DLA Piper Canada partners have been awarded Life Science Stars in Canada by the Legal Media Guide's (LMG) 2020 Life Sciences ranking guide.

DLA Piper (Canada) LLP recognized by *Chambers Canada* 2021

10 September 2020

DLA Piper (Canada) LLP is pleased to see 25 of our lawyers recognized across 16 practice areas in the 2021 edition of *Chambers Canada*.

DLA Piper Canada increases rankings in 2021 edition of *Best Lawyers in Canada*

28 AUG 2020

DLA Piper (Canada) LLP is pleased to see 79 of our lawyers across 35 practice areas recognized in the 2021 *Best Lawyers in Canada* guide, resulting in our best showing with the guide since its inception.

DLA Piper (Canada) LLP partners shortlisted for LMG Life Science Awards

7 AUG 2020

DLA Piper (Canada) LLP is pleased to see two of our partners shortlisted for the Legal Media Guide's (LMG) 2020 Life Sciences Awards.

DLA Piper (Canada) LLP recognized for expertise in intellectual property law by *Managing IP* 2020

10 JULY 2020

Four DLA Piper (Canada) LLP lawyers have been recognized as IP STARS and our Intellectual Property and Technology (IPT) Group has been recognized for its expertise in intellectual property law in *Managing Intellectual Property* IP STARS' 2020 global rankings.

DLA Piper patent litigators conduct Federal Court's first virtual trial

22 JUN 2020

DLA Piper's team of patent litigators made history this month by representing their client, Videotron Ltd, in the Federal Court's first virtual trial (*Rovi Guides Inc. v. Videotron Ltd.*, T-921-17). The patent infringement proceeding involved multiple patents on interactive television program guides.

***IAM Patent 1000* recognizes Bruce Stratton and Alan Macek for their expertise in patent litigation**

16 JUN 2020

The 2020 edition of *IAM Patent 1000 - The World's Leading Patent Practitioners* has recognized Bruce Stratton and Alan Macek for their depth of expertise and market-leading legal advice in the area of patent litigation.

Sangeetha Punniyamoorthy named Chair of the Canadian IPT Group

20 MAY 2020

DLA Piper (Canada) LLP is pleased to announce that Sangeetha Punniyamoorthy has been appointed Chair of the Canadian Intellectual Property and Technology Group.

DLA Piper announces partnership promotions for 2020

30 April 2020

DLA Piper is proud to announce that 67 lawyers have been promoted to its partnership. The promotions are effective as of April 1, 2020 in the United States and May 1, 2020 for EMEA and Asia Pacific. The promotions have been made across many of the firm's practice areas in 35 different offices throughout 13 countries.

Across the firm's practices globally, Corporate saw the largest intake of new partners with 19 promotions, followed by Litigation and Regulatory with 15. Intellectual Property and Technology and Finance and Projects had ten and eight promotions respectively, while there were six in Real Estate. Tax and Employment both had four, and there was one in Restructuring.

DLA Piper (Canada) LLP increases rankings in the 2020 *Canadian Legal Lexpert Directory*

24 APR 2020

DLA Piper (Canada) LLP is pleased to announce that we have significantly increased the number of lawyers ranked as leading practitioners in the 2020 edition of the Canadian Legal Lexpert Directory.

DLA Piper (Canada) LLP supports LNG Studios in their initiative to help protect Canadian healthcare workers

9 APR 2020

DLA Piper (Canada) LLP is proud to support its client LNG Studios Inc. ("LNG") in their initiative to support Canadian healthcare workers throughout the current COVID-19 crisis.

DLA Piper Canada significantly expands Startups, Emerging Companies and Technology practice

16 MAR 2020

With the addition of six new lawyers to our Vancouver office since the beginning of 2020, DLA Piper Canada has significantly expanded upon its capabilities in the Startups, Emerging Companies and Technology practice.

DLA Piper lawyers named Acritas Stars

10 March 2020

Acritas has named over 200 DLA Piper lawyers as 2020 Acritas Stars. Now in its fourth year, Acritas Stars highlights the stand-out lawyers in private practice as nominated by clients around the world. More than 3,000 senior in-house counsel feed into the nomination process to give a comprehensive view of highly recommended lawyers across the globe.

DLA Piper (Canada) LLP was platinum sponsor of the 2020 Fox Moot

2 MAR 2020

DLA Piper Canada is delighted to have once more participated as a platinum sponsor and event co-ordinator of the Harold G. Fox Moot, one of Canada's most prestigious mooting events.

DLA Piper (Canada) LLP recognized in the 2020 edition of *World Trademark Review 1000*

24 FEB 2020

DLA Piper (Canada) LLP is thrilled to be recognized as a leader in Canadian trademarks in the 2020 edition of *World Trademark Review 1000* - The World's Leading Trademark Professionals.

DLA Piper (Canada) LLP recognized by *Chambers Global 2020*

20 FEB 2020

DLA Piper (Canada) LLP and nine of its practitioners have been recognized in the 2020 edition of *Chambers Global*.

DLA Piper (Canada) LLP welcomes Becky Rock to the Vancouver Office

18 FEB 2020

DLA Piper (Canada) LLP is pleased to announce that Becky Rock has joined the firm as an Associate in the Vancouver office.

DLA Piper (Canada) LLP set to host The Harold G. Fox Moot 2020

12 FEB 2020

DLA Piper (Canada) LLP is proud to once more participate as a platinum sponsor and event co-ordinator of The Harold G. Fox Moot on intellectual property law.

DLA Piper (Canada) LLP welcomes Partner Michael E. Reid to the Vancouver office

1 FEB 2020

DLA Piper (Canada) LLP is pleased to announce that Mike Reid has joined the firm as a Partner in the Vancouver office. Mike practises technology-related business law, with a particular focus on corporate, commercial and information technology matters.

DLA Piper (Canada) LLP welcomes Tyson Gratton

13 JAN 2020

DLA Piper (Canada) LLP is pleased to welcome Tyson Gratton to the firm's Vancouver office as an associate in the Corporate group. Tyson's practice focuses primarily on assisting emerging and growth stage companies manage corporate governance matters, negotiate contracts and licensing agreements, navigate growth financing, and facilitate routine corporate commercial matters.

DLA Piper (Canada) LLP welcomes Morgan McDonald to the Vancouver office

8 JAN 2020

DLA Piper (Canada) LLP is pleased to announce that Morgan T. McDonald has joined the firm as Counsel in the Vancouver office. Morgan's practice is focussed on assisting founders, startup and growth companies in the technology sector, including software, gaming, ecommerce and related technology facing businesses and emerging markets including artificial intelligence, cloud computing and privacy.

DLA Piper (Canada) LLP welcomes Partner Ryan J. Black

1 JAN 2020

DLA Piper (Canada) LLP is pleased to announce that Ryan Black has joined the firm as Partner in the Vancouver office. Ryan practises technology-related corporate law, with a particular focus on internet technologies, ecommerce, video games and esports.

DLA Piper (Canada) LLP welcomes three new partners

1 JAN 2020

DLA Piper (Canada) LLP welcomes three new additions to the partnership, effective January 1, 2020.

DLA Piper (Canada) LLP recommended in the 2020 edition of the *Legal 500 Canada*

14 NOV 2019

DLA Piper (Canada) LLP has been recommended across a broad range of practice areas in the latest edition of the *Legal 500 Canada*.

DLA Piper (Canada) LLP recognized by *Chambers Canada 2020*

20 Sep 2019

DLA Piper (Canada) LLP is pleased to be recognized as an industry leader in the 2020 edition of *Chambers Canada*.

DLA Piper (Canada) LLP strengthens its patent agency practice

21 AUG 2019

DLA Piper Canada is pleased to announce that our Intellectual Property and Technology practice group now includes two more lawyers who are qualified Patent Agents in Canada. Our experienced Patent Agent team has been augmented by both the arrival of Richard Mar in our group and by the recent qualification of Michal Kasproicz as a Registered Patent Agent.

DLA Piper (Canada) LLP welcomes Associate Counsel Richard Mar

12 AUG 2019

DLA Piper (Canada) LLP welcomes Richard Mar to the firm's Toronto office as Associate Counsel in the Intellectual Property and Technology Group.

DLA Piper to advise ITW Global Leaders' Forum on blockchain-based telecoms platform

2 July 2019

DLA Piper has been appointed to advise the ITW (International Telecoms Week) Global Leaders' Forum (GLF) on the launch of a special purpose vehicle that will develop a live, blockchain-based platform.

DLA Piper (Canada) LLP recognized as a leader in patent laws by IAM Patent 1000

12 JUN 2019

The 2019 edition of *IAM Patent 1000 - The World's Leading Patent Practitioners* has recognized DLA Piper (Canada) LLP and four members of its Intellectual Property and Technology (IPT) Group as leaders in the Canadian patent market.

***Managing IP 2019* recognizes DLA Piper (Canada) LLP as a leader in Intellectual Property law**

21 MAY 2019

DLA Piper (Canada) LLP is pleased to see four of our lawyers recognized as IP STARS and our Intellectual Property and Technology (IPT) Group recognized as a leading firm in *Managing Intellectual Property* IP STARS' 2019 global rankings.

DLA Piper announces launch of Artificial Intelligence practice

14 MAY 2019

DLA Piper announced today the launch of its Artificial Intelligence practice, which will focus on assisting companies as they navigate the legal landscape of emerging and disruptive technologies, while helping them understand the legal and compliance risks arising from the creation and deployment of AI systems.

DLA Piper (Canada) LLP ranked in 2019 *Canadian Legal Lexpert Directory*

3 MAY 2019

DLA Piper (Canada) LLP is pleased to announce that thirty-eight of the firm's lawyers have been recognized as leading practitioners in the 2019 edition of the *Canadian Legal Lexpert Directory*.
