



### James Stewart

#### Associate

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#### Washington, DC

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James Stewart is an associate in the Intellectual Property and Technology practice and a member of the firm's National Advertising Team. James focuses on advertising, marketing, branded entertainment and intellectual property issues. He counsels major brands, advertising and marketing agencies, prominent website operators, sports teams, cable, broadcast and streaming networks, and media companies. *The Legal 500* has recognized him as a "Rising Star" in Advertising and Marketing for 2021.

James helps clients produce, acquire, distribute, and monetize content, structure and negotiate advertising and marketing agreements and navigate the intellectual property and contractual rights that affect how campaigns are activated and content is distributed across all media.

James prepares and negotiates intellectual property and advertising agreements, including influencer and celebrity endorsement agreements, sponsorship agreements, trademark and copyright licenses, content license agreements, merchandise license agreements, publishing agreements, and other license agreements related to advertising, marketing and entertainment initiatives.

James counsels clients on structuring and executing sweepstakes, contests, and other promotions to comply with state and federal anti-lottery and anti-gambling regulations governing on-line and off-line contest and sweepstakes promotions. In addition, James regularly works with clients on multi-national prize promotion initiatives.

James regularly conducts pre-publication advertising review and analyzes issues related to trademark, copyright, and right of publicity laws. James also counsels clients on compliance with FTC regulations, including the FTC's Guides Concerning the Use of Endorsements and Testimonials in Advertising.

- Advertising, Marketing and Promotions
- Intellectual Property and Technology
- Trademark and Copyright
- Media, Sport, Gaming and Entertainment

- Media, Sport and Entertainment
- Consumer Goods, Food and Retail
- Hospitality and Leisure

Spanish

## LANGUAGES SPOKEN

- Spanish

## CREDENTIALS

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### Admissions

- District of Columbia
- New York

### Recognitions

- *The Legal 500 United States*  
2021 - Rising Star, Advertising and Marketing: Transactional and Regulatory  
The Legal 500 comments, "Associate James Stewart is recommended for matters relating to sweepstakes, contests and other promotions."  
2020 - Rising Star, Advertising and Marketing: Transactional and Regulatory
- Super Lawyers, Washington, DC, "Rising Star" 2020, 2021, 2022
- 2018 Ayuda Pro Bono Volunteer of the Year

### Education

- J.D., George Washington University Law School
- B.A., Advertising and Public Relations, Universidad de Navarra

## INSIGHTS

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### Publications

**Law à la Mode: Word of the industry's mouth; Enforcement of IP rights through Ukrainian customs register; E-commerce in Poland; The development of artificial intelligence in the fashion industry; and more**

26 NOV 2018  
Law à la Mode

The US editorial team is delighted to bring you the 27th edition of *Law à la Mode*, the legal magazine produced by DLA Piper's Retail Sector Group for clients and contacts of the firm worldwide.

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**Law à la Mode: Social Media Influencers & Effective Disclosures, IP and E-Commerce: Your basic checklist, Longchamp's Handbag Copyright Saga, IP Protection of Fashion Shows in Italy and more**

21 MAY 2018  
Law à la Mode

The UK editorial team is delighted to bring you this special edition of *Law à la Mode*, produced by DLA Piper's Retail Sector group for distribution to clients and contacts of the firm worldwide and marking the 140th Annual Meeting of INTA in Seattle.

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**Law à la Mode: Social Media Influencers & Effective Disclosures, IP and E-Commerce: Your basic checklist, Longchamp's Handbag Copyright Saga, IP Protection of Fashion Shows in Italy and more**

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- Reminder: In the age of social influence, fair use must be considered, 20 May 2019
- Law à la Mode: Word of the industry's mouth; Enforcement of IP rights through Ukrainian customs register; E-commerce in Poland; The development of artificial intelligence in the fashion industry; and more, 26 Nov 2018
- Social Media Influencers and Effective disclosures in the US: A delicate balance, 21 May 2018