



NEAL
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Sweepstakes & Contest Counseling

OVERVIEW

Attorneys in the Advertising & Social Media group counsel clients with respect to appropriately structuring sweepstakes, contests and other game promotions programs. We help our clients develop rules, terms and conditions and provide counsel regarding the use of third parties to administer programs. We assist businesses in developing terms and eligibility requirements that take into account the regulations of outside jurisdictions, both domestically and internationally. We advise clients on social media guidelines/regulations for promoting contests on social media websites like Facebook, Twitter or Instagram. We help our clients mitigate the risks of working with partner companies and vendors on promotions by evaluating their advertising and promotion guidelines and the documentation of relationships with application developers and third-party operations vendors. We also advise clients with respect to monetizing and protecting competitive business analytics and intelligence tools and data used in developing focused marketing initiatives.

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