



NEAL  
GERBER  
EISENBERG

## Advertising & Social Media

Our multidisciplinary team of attorneys focuses on the myriad complexities of advertising and social media in the digital age to adeptly guide our clients on protecting their brands and managing their online social media presence effectively. Our advertising and social media group counsels clients on trademarks, copyrights, privacy and data security, and regulatory enforcement including FTC guidelines and other industry-specific advertising regulations.

### Advertising

We are a key source of legal knowledge for companies deploying advertising campaigns in highly regulated industries such as hospitality, food and beverage, financial services, consumer and business credit, consumer products, health care, and global retail. We help our clients navigate product claim substantiation, comparative advertising, trademark and copyright usage, and the use of product and service endorsements and testimonials. Our counsel includes all aspects of sweepstakes, contests and other game promotions programs.

### Social Media

We provide legal counsel on websites and social media pages, with a focus on content and source review and risk analysis, including the use of social media by employees. We advise on Digital Millennium Copyright Act compliance and take-down procedures to capitalize on safe harbor protections.

### Litigation

We protect our clients' brands, trademarks and other intellectual property and have nationwide experience representing our clients in prosecuting and defending against claims under the Lanham Act and with other allegations of false and deceptive advertising, regulatory enforcement matters, defamation, libel, rights of publicity, unlawful interference and employment-related disputes.

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#### KEY CONTACT

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#### FOCUS AREAS

Advertising Clearances  
Cobranding Agreements  
Sweepstakes & Contest  
Counseling

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#### RELATED CLIENT SERVICES

Intellectual Property Litigation & Enforcement  
Patents  
Trademarks, Copyrights & Trade Secrets  
Commercial & Technology Transactions  
Cybersecurity & Data Privacy  
Advertising & Social Media  
Life Sciences & Biotech

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We also vigorously defend our clients' interests in UDRP proceedings and litigation concerning domain name infringement and cybersquatting.

## **Privacy and Data Security**

In the fast-paced, uber-competitive advertising industry, we are always looking ahead, advising on data and privacy safeguards and compliance with regulations (e.g., GDPR) of sensitive customer information and business data. We help clients monetize and protect competitive business analytics and intelligence tools and data used in developing focused marketing initiatives.