



Brand Licensing, Marketing & Sponsorships

Our multidisciplinary team of attorneys focuses on the myriad complexities of brand ownership and advertising and social media to adeptly guide our clients on protecting their brands and managing their brand profiles and online social media presence effectively. We represent brand licensors and licensees in sophisticated international transactions, including unique sourcing and hybrid arrangements. In addition, we negotiate contracts with agencies and influencers, as well as content, advertising, media and sponsorship agreements, and we review and advise on all manner of brand campaigns and promotions.

KEY CONTACT

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