



Advertising, Promotion, and Entertainment Law



Weaving in a seamless integration of business, intellectual property law, and litigation, Chambliss manages advertising, promotion, and communication issues for a variety of clients. From reviewing national advertising campaigns to working with local advertising agencies, we advise clients on a wide and complex spectrum of issues. Our attorneys counsel a wide variety of clients from entrepreneurs and small businesses to international corporations in the advertising and media, financial services, automotive, and recreation industries. In an ever-changing legal and advertising landscape, our team stays informed of developments to ensure clients remain compliant with industry standards and guidelines, in addition to local, state, and federal laws.

We advise on matters related to deceptive advertising, including comparative ads, testimonials, endorsements, and labeling. We also counsel clients on social media, managing user-generated content, consumer contests and sweepstakes, premium offers, and coupons. And, some of our latest cases have been related to wireless marketing, text messaging, and appropriately marketing to children. In addition, we help protect our clients' intellectual property and advise on the licensing of creative content, nondisclosure of proprietary information during production, as well as the protection, policing, and licensing of trademarks.

In addition to our corporate work, we are the go-to resource for agencies of all sizes when it comes to protecting pitches, drafting and negotiating services agreements for clients, and educating them on rights of publicity, licenses, works-made-for-hire, and the fair-use doctrine.

Our team routinely presents in-house training and educational seminars to industry groups, advertising agencies, and corporations.

Experience

Oversaw launch of multiple sweepstakes and contests across social media, online and in-store platforms for client's 20th anniversary

Related Services

- Advertising, Promotion, and Entertainment Law
- Copyrights
- Intellectual Property
- Intellectual Property and Media Litigation
- License and Manufacturing Agreements
- Patents
- Software, Website, and Domain Names
- Trade Secrets
- Trademarks, Service Marks, and Trade Names

Related Industries

- Software

Related People

- John G. Jackson
- Drew M. Ellis
- Alexander B. Blankers

Negotiated agreements on behalf of agency for national digital advertising campaign

Drafted official rules for essay contest and numerous sweepstakes and giveaways

Represented talent featured in reality television series

Negotiated celebrity endorsement contract on behalf of sporting goods manufacturer

Represented manufacturer in substantiation claim from state environmental agency