

MOSES SINGER

Our Expertise: Legal and Practical Solutions for Creative Agencies

Our team has decades of experience advising creative agencies and supporting them in the navigation of the legal, regulatory, and business challenges unique to businesses providing advertising, consulting, design and/or digital services in an increasingly competitive market. Our clients range from global powerhouses to independent agencies, and we pride ourselves on supporting growth, managing risks, and providing strategic advice at every business growth stage.

1. Advertising & Marketing

The creation and distribution of creative content requires rigorous regulatory compliance and a deep knowledge and understanding of the legal and business issues associated with advertising and marketing endeavors, including compliance with truth-in-advertising requirements, intellectual property clearance, and talent engagement. Our attorneys are dedicated to addressing the daily legal needs of these businesses and are involved in every phase of operations, from creative pitches to master services agreements and from production to delivery of assets. We work with clients to protect their rights, achieve their business goals, and minimize legal risks. In a fast-paced, competitive, data-driven environment, we provide timely and effective legal support.

Key Services:

- a. Content Review:** We review all materials, including concept decks, storyboards, and scripts, before production to ensure compliance with legal, regulatory, and industry-specific requirements, as well as obtain necessary licenses and releases to keep our clients (and their clients) protected from claims relating to intellectual property infringement.
- b. Engagement to Execution:** We negotiate and

draft all agreements related to the provision of creative services, including non-disclosure agreements, master services agreements, location agreements, talent agreements, production services agreements, synchronization licenses, independent contractor and consultant agreements, sponsorship, and co-branding agreements, and joint venture agreements.

- c. Media Planning and Buying:** We negotiate and draft contracts for media planning and buying, advise on legal responsibilities, and address issues and obligations concerning sequential liability and data ownership and use.
- d. Digital & Social Media:** Our attorneys counsel on the legal and business implications of advertising on digital and social platforms, including FTC and platform disclosure requirements, repurposing of user-generated content, and creating, implementing, and enforcing processes for monitoring and auditing content for compliance.
- e. Promotional Marketing:** Our attorneys assist with the development, launch, and administration of promotional campaigns, including contests, sweepstakes, and loyalty programs.
- f. Influencer & Endorsement Agreements:** We draft and negotiate contracts for influencer partnerships and celebrity endorsements, as well as affiliate and experiential marketing.

2. Intellectual Property Protection

We prioritize safeguarding content and branding by ensuring the proper clearance, registration, and enforcement of intellectual property rights, including copyrights, trademarks, and trade secrets. We also handle the end-to-end process for third-party intellectual property, including sourcing, outreach, negotiation, and contracting. This covers a wide range of assets such as photography, stock images and videos, artwork, structures, and company names and logos. Given the complexity of most projects, managing ownership details and rights clearances demands the meticulous expertise of skilled Business Affairs professionals.

3. Data Privacy & Security

We advise on compliance with domestic and international laws governing data security and privacy (e.g., GDPR, CCPA) to protect client and consumer data.

4. Litigation & Dispute Resolution

- a. Dispute Resolution:** Whether it's contract disputes, IP litigation, or defamation claims, we offer litigation services and alternative dispute resolution to resolve conflicts efficiently and cost-effectively.
- b. Risk Management & Crisis Response:** Our team provides proactive strategies to manage potential legal risks and respond to issues that may arise from controversial campaigns or public backlash.

How We Support Agency Growth

We are not just legal advisors; we are strategic partners and part of the team contributing to an agency's successful growth and expansion:

- **Scalable Legal Solutions:** Whether a client is expanding into new markets, launching a new platform, or managing a global campaign, we provide scalable legal support.
- **Innovative Legal Strategies:** We stay ahead of legal trends to ensure that clients' advertising strategies are legally sound while remaining innovative and original.
- **Risk Mitigation:** Our proactive legal counsel ensures that clients minimize exposure to legal risks, leaving them to focus on what they do best: creating impactful and engaging campaigns.
- **Access to Industry Insights:** We offer valuable insights into market trends, compliance updates, and emerging risks, keeping clients informed and prepared for industry shifts.
- **Client-Focused Service:** We prioritize a client's needs, offering responsive, reliable, and accessible legal support whenever it is needed.

Meet Our Team



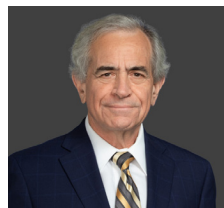
Elizabeth Corradino



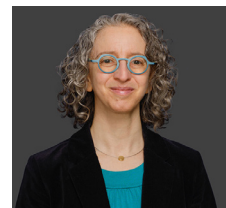
Toby Butterfield



Ken Kaufman



David Rabinowitz



Deborah Shapiro