

# Advertising and Marketing



*'These lawyers have a real understanding of the sector and get on with the job in hand.'*

Chambers 2007

Harbottle & Lewis LLP provides specialist advice to the media, entertainment and communications industries. It remains unique in having expertise right across these sectors and is consistently recognised as a leading firm by independent sources. Whilst its key practice areas continue to expand, the original values of the firm - to provide efficient legal advice, encourage originality and exceed expectations - remain constant.

# Advertising and Marketing Law Expertise

We offer a complete legal service to businesses, agencies and individuals operating in the advertising and marketing sector. Whether advising on advertising, marketing, promotions or sponsorship and licensing issues, our team works closely with clients so that we understand and deliver their commercial and legal requirements.



*“Skill and strategic thinking” in advertising and marketing law.’*

Chambers 2006

## Advertising and Marketing

We are experts at dealing not only with traditional forms of print and broadcast advertising and marketing but also with all forms of digital media delivery including over the web, mobile, in-game, viral, Bluetooth and iTV; both on a national and global level.

We can help you with contractual arrangements and advise on any intellectual property issues that arise. We can also help you clear copy against possible third party complaints, and work with you in helping to protect campaigns against competitor activity. We will advise you not only on the underlying law, but where necessary, we will assist you with self-regulatory compliance issues.

## Sponsorship and Licensing

At Harbottle & Lewis we provide specialist advice on sponsorship, endorsement and merchandising matters to clients in all sectors of the media and entertainment industries, from sport to music, to fashion and the arts.

We act on both sides of the sponsorship equation, for sponsors and rights holders, giving us an unrivalled overview of the sponsorship and licensing markets. The team was recognised by the legal community with the 2006 Legal Business “TMT Team of the Year” award for our work on a number of high profile sponsorship deals, which included advising Hayley Hunt (the Scottish Widow), Kate Moss and the England cricket team on their endorsement arrangements and the World Rally Championship, Boots and the Virgin group of companies on various merchandising matters.

## Brands

The brand of a business is often its most valuable asset and we fully understand the value of brands. We have been at the forefront of initiatives to protect emerging brands in new areas for many years, particularly for personalities and over digital channels.

Our lawyers work with clients to understand their brand values and strategy, and then to implement that strategy through commercial deals and litigation to foster, enhance and protect the brand.

Brand protection does not mean simply protecting a name. Many firms offer trade mark advice. We offer more than that. Once a brand has been developed, we can advise on how best to achieve value from that brand, including strategies for brand extension, advising on the available spectrum of the commercial arrangements and the implementation of policing and enforcement programmes.

## Compliance and Litigation

The regulatory and legal issues that arise in advertising and marketing can often be difficult to navigate and will only get harder as the industry extends into less traditional forms of advertising. At Harbottle & Lewis we understand the key issues for the industry and are constantly moving with the times. Whether providing copy or promotional clearance, advising on content issues or dealing with advertising and marketing disputes, our team acts swiftly and decisively relying on a combination of legal knowledge, industry expertise and creativity.

We have experience in dealing with the regulatory bodies and advising on related compliance issues. We are also experienced in helping resolve marketing disputes and complaints and, where necessary, represent clients in court and tribunals. Whatever legal or regulatory problem arises, we are committed to achieving the best outcome for you, legally and commercially.



*'Clients felt there is a "genuine and impressive" offering of advertising expertise among the team.'*

**Chambers 2006**

# Employment Group

Employment law is constantly evolving and our employment team understands that keeping up to date with changes in the law while managing employees to deliver outstanding results can be daunting. Working alongside the Advertising and Marketing Group, our employment team works closely with leading creative individuals and companies and advises on all aspects of the employment relationship from recruitment to termination and everything in-between. In particular we have expertise in advising on outsourcing arrangements including TUPE implications which has increasing relevance for the advertising and marketing sectors.

To keep our clients abreast of the changes in law we regularly run seminars on important and topical issues, hold workshops on areas of relevance to the advertising and marketing industries and regularly produce a newsletter with an emphasis on interesting aspects of law that affect our clients.

We pride ourselves on our particular expertise in the media and entertainment industries and are at ease advising creative individuals and employees as well as HR professionals and senior personnel. Our approach is commercial, creative and cost effective.



*'Harbottle & Lewis has impressed clients in the advertising and marketing sphere.'*

Chambers 2007

**We are happy to give seminars on any Advertising & Marketing issues.**

**For further information, please visit our website [www.harbottle.com](http://www.harbottle.com) or call Gerrard Tyrrell or Mark Owen on +44 (0) 20 7667 5000 or email [gerrard.tyrrell@harbottle.com](mailto:gerrard.tyrrell@harbottle.com) or [mark.owen@harbottle.com](mailto:mark.owen@harbottle.com)**

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