

Advertising, Marketing, and Promotions

Branding goes well beyond marketing.

It is more than a logo, catchy tagline or glossy brochure. To be successful, all aspects of your business must reflect and support your brand – from company philosophy and employee communications to delivery of quality products and services. These, along with customer interactions and marketing and promotions efforts are necessary ways to establish and grow your brand and in the end, protect your bottom line. Failure to comply with applicable law, industry guidelines, or best practices is a quick and surefire way to erode your brand.

By providing experienced, practical legal advice in the highly regulated areas of advertising and promotion and across rapidly evolving media technologies and platforms, our specialized attorneys help retail companies, service organizations, advertising agencies, sports and entertainment providers and others promote their products and services. Our guidance helps achieve business objectives in a way that protects and increases the value of their brands.

We perform our legal services with creativity, common sense, and genuine care and concern. As one of the only mid-sized law firms in the country with a practice group devoted to this specialty, we are in a unique position to timely deliver valuable services in a cost-effective manner. We understand the time and economic constraints governing the fast-paced and pressured world of marketing.

You'll appreciate our unique creativity and responsiveness.

We take great pride in our ability to provide creative problem-solving skills to meet your needs. We always make it a priority to provide solutions quickly in order to help you launch your campaign as soon as possible.



Lori A. Beam
Shareholder

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Related Services

Data, Privacy, and Technology

Nonprofit and Tax-Exempt Organizations

Litigation

Franchise Law

Corporate Law

Intellectual Property

Experience

- Negotiate service agreements with advertising and media companies.
- Draft endorsements and sponsorship contracts.
- Develop and register sweepstakes, contests, games, and other promotions.
- Develop lawful direct mail, telemarketing, and email campaigns.

- Develop gift card and discount card program arrangements.
- Advise on data privacy and security requirements.
- Intellectual property licenses.
- Defend regulatory actions and resolving customer complaints.
- Resolve disputes among parties regarding ownership, licensing, and use of intellectual property.

Representative Clients

- Helzberg Diamonds
- Andrews McMeel Universal

Testimonial

- Beryl Raff, Chief Executive Officer, Helzberg Diamonds:

> “Seigfreid Bingham’s Advertising, Marketing & Promotion group has been extremely practical and budget friendly. They understand our marketing services and deliver quick, useful results, often overnight when the situation requires immediate attention.”

Attorneys



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John Fuchs
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