

## Commercial & IP Transactions

The digital age lets us communicate globally and nearly instantaneously. It also significantly expands opportunities for developers, owners, distributors and consumers of technology and intellectual property. Foster Garvey's Technology Transactions attorneys have the knowledge and experience to address the legal issues that complicate the protection, exploitation and disposition of new technologies and IP assets.

Our attorneys represent clients in matters including licensing, portfolio acquisitions, copyrights, trademarks, online commerce and Internet law, trade secrets, false advertising, privacy, patent disputes and innovative technologies. We regularly work with attorneys across the firm in antitrust, mergers and acquisitions, tax, communications, securitization, trade regulation and entertainment matters.

### Advertising and Marketing

We represent virtually every type of business in the advertising and direct marketing industry including advertising agencies, public relations firms and direct marketing, media buying and other types of marketing organizations.

Our team works with clients to:

- Structure, negotiate and document advertising, direct marketing and promotional transactions
- Advise clients on web-based activities such as designing, producing and placing media for websites
- Develop and administer sweepstakes and other contents, including the rules and regulations governing them
- Review advertising materials to ensure legal compliance
- Counsel clients on copyright and trademark registration

### Computer, Digital & Emerging Technology

Our intellectual property attorneys advise software companies on the licensing and distribution of products, as well as establishing joint ventures for new development and marketing

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### Related Professionals

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new technologies. In addition, we advise both large and small end-users on acquiring computer systems and software.

#### **Corporate Law & Commercial Transactions**

Our team works closely with business attorneys to provide general corporate advice related to the organization of new companies, resolving legal disputes related to day-to-day operations, financing, purchase and sale of real estate and software, and mergers and acquisitions.

#### **Media**

We represent authors, photographers, filmmakers, musicians and other artists in negotiation with book and magazine publishers, literary agencies and others seeking to use the artist's original work and to leverage, distribute and commercialize these assets. Our intellectual property team also works closely with our [Communications, Telecom & Media](#) attorneys with both traditional and innovative media. We represent production companies, broadcasters, content developers, distributors and individual artists in transactions involving licensing of life-story rights, endorsements, motion picture financing and production agreements, and digital distribution and licensing agreements.

#### **Mobile Advertising**

Mobile advertising in apps and mobile-optimized websites is an increasingly important advertising tool. The implementation of a mobile advertising campaign presents exciting opportunities for growth, but also raises numerous challenges and potential pitfalls. Foster Garvey's intellectual property team has worked closely with app-based and retail clients in advising on the considerations of a mobile advertising campaign, as well as litigation of the issues with partners and third party vendors. Learn more about our Mobile Advertising experience in our white paper, "[Recognizing Risk in Mobile Advertising](#)."

#### **Blog Posts**

Planning a Super Bowl- or Olympics-Themed Marketing Campaign? Quick Tips for Staying in Bounds and Avoiding Disqualification

*Sports & Entertainment Beat*, 2.1.22

#### **Related Services**

Artificial Intelligence

Emerging Companies

Family-Owned & Closely Held Businesses

Hospitality, Travel & Tourism

IP & Technology

Planning a Super Bowl-themed Marketing Campaign? 5 Tips for Staying In Bounds  
*Sports & Entertainment Beat*, 1.12.21

Resolution of Copyright Circuit Split in Favor of “Registration” Approach: *Fourth Estate Public Benefit Corp. v. Wall-Street.Com, LLC*  
*Sports & Entertainment Beat*, 4.18.19

The New BE-120: Mandatory Reporting of Foreign Transactions in Services and Intellectual Property – Upcoming June 29, 2018 Deadline  
*Cross Border Business Law Blog*, 6.22.18

Selecting a Unique Brand for your Cannabis Business  
*Cannabis Business Blog*, 3.22.17

Intellectual Property in the Digital World  
*Duff on Hospitality Law*, 3.7.17