

Advertising Law

Gray Plant Mooty's Advertising Law team works closely with clients to increase the value of their brands while avoiding the many legal pitfalls associated with advertising in the modern age. The team works side-by-side with GPM's intellectual property management and litigation attorneys to provide comprehensive counseling on any intellectual property issue.

Clients of all sizes regularly count on GPM advertising law attorneys for a variety of services, including:

- Advertising review
- Agent-client agreements
- Celebrity/spokesperson agreements
- Endorsements and testimonials
- Labeling review and counsel
- Privacy and publicity rights issues
- Resolution of advertising disputes
- Social media issues
- Sweepstakes, contests, coupons, and other promotions
- Unfair competition issues
- Children's Online Privacy Protection Rule (COPPA) advising
- Telephone Consumer Protection Act (TCPA) advising