

## MEDIA & PUBLISHING LAW

As technologies continue to advance in the media and publishing industries, Gross McGinley guides companies through evolving laws, business practices, and regulatory requirements. Our attorneys are well-versed in the areas of intellectual property, libel, privacy, right to publicity, and the First Amendment.

We understand the media and publishing worlds and can provide support on both the business and creative sides of the business. Skilled in drafting contractual agreements including author or writer contracts, purchase agreements, and advertising contracts, our attorneys develop terms and conditions that protect clients and limit liability. Our media and publishing law attorneys represent clients in such matters as:

- Copyright law
- Intellectual property licensing
- FCC and FTC regulations
- Licensing disputes
- Defamation and invasion of privacy
- Trademark law

Backed by experienced business and litigation teams, our attorneys are prepared to assist in all types of business and transactional matters relating to media and publishing law, as well as to defend book and magazine publishers, newspapers, advertising agencies, and all types of electronic media in legal disputes that may arise.

### ADVERTISING LAW

Gross McGinley has a group of attorneys who regularly advise clients on all matters including the creation and distribution of advertising, marketing and promotional materials across all media. We work to protect intellectual property rights and proactively diffuse potentially illegal practices. Our attorneys remain informed on the latest industry guidelines and government regulations and counsel clients throughout the life of an advertising campaign. We also handle matters involving:

- Agency-client agreements
- Advertising copy review
- Endorsement contracts
- Licensing agreements and rights
- Privacy issues
- Sweepstakes & Contests
- Telemarketing campaigns

### *Our Media & Publishing Attorneys*

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