



Advertising

Need advice on the launch of a new product, re-branding or an advertising campaign?

Avoid the pitfalls with our specialist team of lawyers who can help you achieve success.

Our experience in this area includes:

- Advising a major porcelain manufacturer on its advertising compliance, price indications and comparative advertising issues;
- Carrying out all of the advertising clearance work for a major car manufacturer, including newspaper, television, internet and radio advertising;
- Advising a large promotions agency on online prize promotions;
- Advising a well-known mobile phone manufacturer on an advertising campaign;
- Advising a client on celebrity image rights;
- Providing advice on brand licensing, sponsorship and product endorsement;
- Training for in-house marketing and advertising teams; and
- Co-writer of a Multilaw™ book on Media, Advertising and Entertainment Law.

We understand the need to review copy quickly and the need for practical, commercial advice. We also offer different charging structures to give you a cost effective service at the level that you need.

If you would like any more details, please contact Helen Driscoll, Head of the Intellectual Property and Technology Team here at Martineau on 0870 763 1635.



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