

We are one of the few European law firms that possess a dedicated advertising and marketing law group with expertise across all industry sectors.

Our experience

We provide a one-stop service for advertising, promotions and marketing clients, combining specialist expertise across various industry sectors. We have been ranked one of the leading law firms for Brand Management in Legal 500 from 2009–2013 and are consistently ranked amongst the top five European law firms in this sector.

We advise clients on advertising, marketing, promotional and other brand exploitation matters in all forms of media, including, print publications, radio, television, mobile and online. In particular, we advise on:

- copy clearance of marketing communications (domestic and multi-jurisdictional);
- sales promotions, including price claims, prize draws and prize competitions (domestic and multi-jurisdictional);
- gambling and lotteries;
- social media content and policies;
- advertising and marketing regulation (including lodging and defending ASA complaints);
- global loyalty schemes and partnership agreements;
- advertising agency agreements;
- data collection, direct marketing and EU data protection compliance; and
- sponsorship, merchandising and endorsement contracts.

We advise clients on all regulations that impact upon their advertising – including those that are generally applicable – such as the British Code of Advertising, Sales Promotion and Direct Marketing (the “Code”) and the Consumer Protection from Unfair Trading Practices Regulations (“CPRs”) – but also those are specific to particular industries or sectors. We not only check that copy advertisements comply with the Code and the CPRs, but also:

- suggest alternative wording where appropriate
- identify third party rights and recommend searches
- provide a commercial risk assessment.

We are also often involved in lodging complaints with the ASA against client competitors and defending complaints raised against our clients. We have an extremely good track record in defending such complaints – with a number of successful appeals to the ASA’s independent reviewer and strategic use of judicial reviews.

We advise on the full range of advertising, marketing and sponsorship issues such as advising on and structuring contracts and terms and conditions, handling disputes when things do not go to plan and advising on relevant regulations.

Through our European offices and network of international specialists in other key jurisdictions we co-ordinate the clearance of promotional programmes worldwide. We also handle brand protection, corporate, and dispute resolution matters for clients active in the advertising sector including marketing and advertising agencies.

Our expertise was recognised last year by LexisNexis approaching us to be the exclusive provider of content for the advertising and marketing section of its new PSL online service. Our position as a leading advertising practice is further endorsed by our appointment to advise the UK’s two leading advertising industry bodies, the Advertising Association, a federation of trade bodies and organisations and ISBA, the representative body for individual advertiser members.

“David Bond has expertise in the structuring and drafting of franchise, distribution and agency agreements both nationally and internationally.”

Chambers UK 2013

“Sonal Patel delivers timely advice on advertising and ASA matters, as well as any related IP concerns.”

Chambers UK 2013

“Fieldfisher offers know-how in advertising and marketing. Clients highlight the team’s pleasingly high level of attention and ‘very quick turnaround times’.”

Chambers UK 2013

Contacts



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A selection of our clients

Marriott
Nickelodeon
Invisalign
LG Display
Mattel
eHarmony
William Reed
The Game Agency

Accenture
British Gas
Luxottica (Ray-Ban)
Motorola
BP
Hostelbookers
ISBA The Voice of British Advertisers