



# Media, Internet & Advertising

## Overview

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Archer has represented countless clients in the media, internet and advertising sector. Our corporate lawyers assist with transactional matters, mergers and acquisitions, venture capital issues, business structures and organizations, joint ventures and other financial and contractual issues that arise during the course of business. Our labor lawyers assist with employee relations, while attorneys from other practice areas assist with real estate, tax, intellectual property, environmental, litigation and other legal matters.

Protecting your legal property is also vitally important. Our experienced intellectual property lawyers help with a variety of patent, copyright and other intellectual property issues and disputes. Our corporate attorneys assist with a wide range of transactional needs, including drafting licensing and other agreements. We also help clients comply with consumer protection laws such as FTC limits on the types of material a company can show and the types of advertising one may use. Making false claims in advertising or using brands and logos that are identifying marks of other companies are forbidden under consumer protection legislation and our legal team help clients understand legal limitations that are imposed.

Merging with and acquiring other companies, keeping up-to-date on copyright issues and complying with privacy laws, anti-spam laws and other internet and online specific requirements are also essential to operating a successful internet, media or advertising company.

## Related People

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