

Overview

New technologies, alongside traditional means of communication, give companies many ways to brand, distinguish, differentiate and persuade. Whether the message aims to inform, excite or inspire, anyone with a product or service to offer wants it to be known, appreciated, even adored—but never ignored.

Dentons' lawyers regularly maneuver in this environment, bringing advantages delivered by the immediacy and intimacy of social media, other new means of communication, and more familiar forms.

Content, however delivered, tells the story, and our lawyers guide you in shaping your messages to work within the regulatory and competitive frameworks in which you travel.

Turn to Dentons to master the details, whether they relate to accuracy and substantiation or to obtaining and leveraging competitive advantage in contentious and noncontentious settings.

Dentons can support you with:

- Copy clearance
- Mergers & acquisitions, joint ventures, strategic alliances, licensing, sponsorship, merchandising and other transactions
- Strategic intellectual property portfolio prosecution, management, maintenance and enforcement
- Comparative advertising and legitimate fair use of third party trademarks and copyright
- Sweepstakes and promotions, lotteries, games of skill and other gambling-related issues
- Consumer protection and other regulatory advice
- Privacy, data protection, computer forensics and e-discovery lab
- Litigation, arbitration and mediation of disputes
- Governmental relations

Representative Experience

- **Entertainment company:** Advising in connection with a share sale and a subsequent Transfer of Undertakings (Protection of Employment) (TUPE) transfer of a distribution agreement. Our team advised on UK TUPE issues, coordinating European advice and on a wide-ranging restructuring and redundancy program.
- **Harbottle & Lewis LLP:** Advising Comic Relief, a UK not-for-profit charitable company, on the matter of advertising online donations in Poland via television channels, internet website and text messaging. The matter required deep analysis of outdated Polish regulations, in particular the Act on Public Collections adopted in 1993, as well as creative thinking within the framework of an outdated regulatory environment.

Your Key Contacts

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