

Overview

When it comes to navigating today's competitive marketing environment, being innovative and dynamic wins the day. When you partner with someone who understands the complex regulatory and compliance landscape of marketing, you're that much closer to meeting your business's goals.

Dentons has the expertise and insight you need to navigate the ever-changing regulatory and business challenges you face. With our deep understanding of marketing and regulatory issues, we can turn ideas into action that help position you for success. Our team of marketing, media and regulatory professionals knows what it takes for you to thrive in today's fast-moving markets.

Our lawyers and other professionals will help you address tough challenges, including:

- Advertising and claims substantiation
- Disclosure requirements
- Media-specific marketing laws
- Promotions
- Privacy
- Product development
- Product safety, including manufacturing design and process compliance
- Product sales and warranty requirements

Dentons is the partner that places your business first. From product and brand creation through the life cycle of a product, Dentons is there.