

## Обзор

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

## Ваши основные контакты

Россия, страны СНГ и Закавказья



**Денис Воеводин**

Партнер, Москва

T +7 495 644 0500

[denis.voevodin@dentons.com](mailto:denis.voevodin@dentons.com)