

## Digital Marketing & Social Media

It is practically impossible today for any business to thrive without a digital marketing and social media strategy. A vital aspect of public relations, business development, sales, digital marketing, and social media are all areas which require a company to consider how it is identifying, owning, and aggressively protecting the IP inherent in major and high-performance brands. These concerns include identification of innovation not yet registered and licensed and carefully designed trade manuals and business guides regarding the use of such IP.

Rothwell Figg provides practical legal counsel on all digital and online activities, including privacy policy, data collection, and monetization strategies. Our attorneys are dedicated to helping clients design and execute the best possible approaches to safeguarding the IP of digital marketing and social media, ranging from email and paid social media marketing, to video hosting, content creation, SEO, and customer service tools, social media channels and web analytics, affiliate marketing, display retargeting, and content curation.

Our privacy team is fluent in privacy law obligations and terms and conditions for products and services, as well as in consumer law and marketing and competition-related issues. We are experienced in the legal issues which social media will raise, including copyright infringement, defamation, formatting of sponsorship posts, inaccurate testimonials, and the spectrum of social media platforms.

We work with companies to create comprehensive legal solutions on the entire array of Internet and digital marketing advertising content and structure. This includes mobile telemarketing, email, and text campaigns; e-commerce matters; sweepstakes and prize promotions; and regulations which apply to pay-for-performance marketing initiatives. We advise on complex compliance issues pertaining to online marketing efforts involving state and federal laws on marketing practices; negative option marketing and automatic renewals; Controlling the Assault of Non-Solicited Pornography and Marketing (CAN-SPAM); and the Children's Online Privacy Protection Act (COPPA).

Our firm guides clients through regulatory investigations and litigation involving critical IP, consumer class action suits over digital and social media practices, and other litigation from state attorneys general and district attorneys, the Federal Trade Commission (FTC), and the Federal Communications Commission (FCC). We aggressively defend clients in litigation of unfair online business practices involving domain, trademark, and search engine matters.