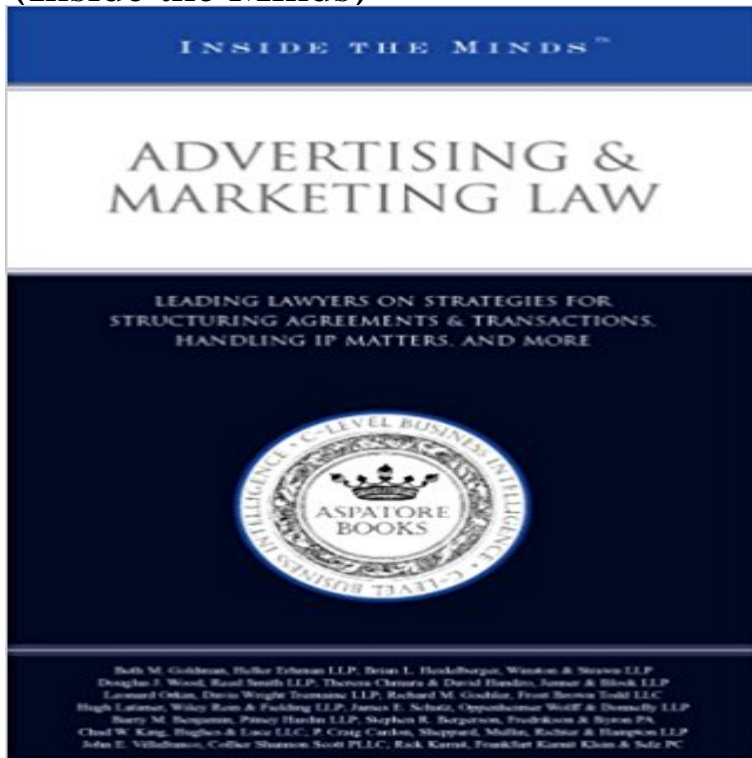


Advertising & Marketing Law: Leading Lawyers on Strategies for Structuring Agreements & Transactions, Handling IP Matters, and More (Inside the Minds)



Advertising & Marketing Law is an authoritative, insiders perspective on the ins and outs of one of today's most dynamic fields of law. Featuring chairs and senior partners from some of the nation's leading firms, this book is a guide for advertisers, ad agencies, and their attorneys on how to successfully achieve creative objectives while staying within legal boundaries. Covering a wide array of topics ranging from trademark and copyright issues to structuring talent and licensing agreements, these authorities offer practical and adaptable strategies for creating successful ad campaigns, as well as protecting against potential lawsuits and defending them when they arise. From the nuts and bolts of false advertising claims to issues relating to new technology and privacy, the authors walk readers through the most significant legal matters in advertising today. With a wealth of sample agreements, legal checklists, and indispensable insight gained from firsthand! experience, this book is a must-read for anyone in the advertising business. About Inside the Minds: Inside the Minds provides readers with proven business intelligence from C-Level executives (Chairman, CEO, CFO, CMO, Partner) from the world's most respected companies nationwide, rather than third-party accounts from unknown authors and analysts. Each chapter is comparable to an essay/thought leadership piece and is a future-oriented look at where an industry, profession or topic is headed and the most important issues for the future. Through an exhaustive selection process, each author was hand-picked by the Inside the Minds editorial board to author a chapter for this book.

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