

Welcome to the 2020 ANA/BAA Marketing Law Conference from Reed Smith



At Reed Smith, we have represented clients like you in advertising, marketing and promotion matters helping them progress their businesses, for more than 50 years. As a result of this experience and our global platform we are one of the world's leading advertising and marketing law firms. Our clients include name-brand advertisers, production companies, talent payroll companies, media companies, technology companies, publishers, film studios, television networks, cable channels, leading trade associations, authors, musicians and celebrities.

We believe that the practice of law has the power to drive progress. We know your time is valuable and your matters are important. We are focused on outcomes, are highly collaborative, and have deep industry insight that, when coupled with our local market knowledge, allows us to anticipate and address your needs. You deserve purposeful, highly engaged client service that drives progress for your business.

Advertising and Marketing services we can offer



Digital
Media



False advertising &
Class Action
Litigation



Advertising
Compliance



Celebrity
endorsements
and SAG-AFTRA
claims



Mobile
marketing



Regulatory
compliance
and enforcement



Sponsorships



Trademarks and
Global
Portfolio
Management



Transactional
Development,
Review,
Negotiation, and
Counseling



Social Media,
Influencer
Marketing,
and User Generated
Content



Sweepstakes,
Contests and other
Consumer Incentive
Programs



Reed Smith's Advertising practice is ranked in the top tier by *Chambers USA*, *Legal 500* and *Best Lawyers' Best Law Firms*. We serve corporate clients in advancing their business goals through the creation, dissemination, and protection of advertising and marketing strategies regardless of platform across multiple international jurisdictions.

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HONG KONG HOUSTON KAZAKHSTAN LONDON LOS ANGELES MIAMI MUNICH NEW YORK PARIS PHILADELPHIA
PITTSBURGH PRINCETON RICHMOND SAN FRANCISCO SHANGHAI SILICON VALLEY SINGAPORE TYSONS
WASHINGTON, D.C. WILMINGTON

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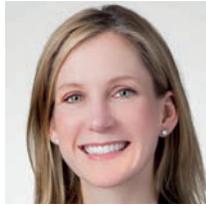
Driving progress
through partnership



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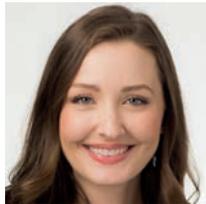
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