

Professional Services

Strategic Transactions and Contracts

- Technology and digital media development, services, outsourcing, licensing and distribution
- Joint ventures and strategic partnerships
- Website acquisitions and divestitures
- Supply, procurement, sales and service agreements

E-Commerce, Internet and Privacy

- Website copyright, trademark and domain name counseling
- Social media/Web 2.0 user-generated content issues, including defamation/First Amendment counseling and risk assessment
- Terms of service, privacy policies and data protection for consumer Web businesses
- Compliance review of website functions and features
- Children's Online Privacy Protection Act (COPPA) compliance
- Electronic records retention and response to subpoenas and law enforcement requests

Intellectual Property

- IP counseling, strategic planning, audits and due diligence
- Social media/user-generated content issues
- Confidentiality/non-disclosure agreements
- Copyright and domain name registration and counseling
- Digital Millennium Copyright Act (DMCA) compliance
- Open source software licensing

Entertainment/New Media

- Digital media licensing and distribution
- Social media/user-generated content issues
- Event production agreements and rights clearance
- Location-based marketing and entertainment

Advertising, Marketing and Promotions

- *Online advertising and marketing:* Network and agency agreements, affiliate marketing, lead generation, e-mail and search marketing, Web analytics, blogging and social network advertising
- *Offline advertising:* Agency agreements, script review, music licensing and rights clearance
- Review and clearance of advertising claims, PR and marketing materials
- Demographic and behavioral targeting, promotional pricing, discounting, renewals and refunds
- Contests, sweepstakes and other promotions

Employment and Consulting

- Employment and consulting agreements, offer letters and separation agreements
- Employee policies and guidelines (e.g., social media policies and acceptable use policies)
- Confidentiality, invention assignment, non-competition and other IP-related agreements
- Compliance review of employment practices, policies and documents

Corporate Law and Governance

- Startup and business entity counseling
- Corporation and subsidiary formation, maintenance and dissolution
- Limited liability company (LLC) formation, maintenance and dissolution
- Board of Directors and member/shareholder matters
- Codes of ethics, whistleblower policies and other governance documents

Securities and Finance

- Angel investor/seed round financing and initial capitalization of startups
- Debt and equity transactions for privately held companies
- Venture capital financing
- Equipment lease and finance agreements
- Stock and option plan administration
- Securities law compliance

Dispute Avoidance and Resolution

- Jurisdictional issues in Internet/e-commerce businesses
- Litigation risk management and mitigation
- Demand letters and negotiated settlements
- Litigation and alternative dispute resolution strategy
- Records retention and eDiscovery planning

International

- Joint ventures and distribution agreements
- International product launch support
- Global IP strategy and offensive/defensive planning
- European Union data protection compliance
- Local counsel selection, engagement and oversight

Government Affairs/Public Policy

- Legislative analysis
- Coordination with industry legal and government affairs executives
- Engagement and liaison with lobbyists and industry associations

“Outsourced General Counsel” Services

- On-call advice to senior executives and Board members
- Attendance at Board meetings (complimentary)
- Strategic planning for growth companies’ legal needs
- Developing forms, templates and processes for legal workflow
- Recommendation, management and oversight of legal service providers and vendors
- Legal resource planning, budgeting, forecasting and expense management
- Enterprise risk management and mitigation
- Training sessions for employees and legal staff