

media, advertising and internet

Helping media companies
communicate effectively while
minimizing legal risk

The media and communications industry has undergone a significant transformation for both content creators and users. This has dramatically changed how media companies engage with audiences. These companies face intense competition and must navigate a growing number of platforms and legal issues to deliver their messages effectively.

Thompson Coburn's Media, Advertising and Internet attorneys are dedicated to supporting this dynamic industry. We provide comprehensive legal counsel to new and traditional media clients, helping them communicate effectively while minimizing legal risks. Our work spans a wide range of media, including:

- traditional and alternative newspapers
- television and radio stations
- digital media companies, podcasters, and bloggers
- authors, photographers, and other content creators

protecting your rights and assets

We work with these clients as well as industries interacting with the media in areas including:

- **Copyright and First Amendment protections:** Safeguarding your content and ensuring your right to free speech.
- **Privacy, publicity, and security laws:** Navigating the complexities of changing laws and regulations to protect your business and audience.
- **Advertising and marketing compliance:** Addressing issues related to false advertising, unfair marketing claims, and the use of sweepstakes, contests, and promotions.
- **Pre-publication review:** Our attorneys provide thorough pre-publication reviews for media outlets and advertising professionals, helping you avoid legal pitfalls and ensuring your content is compliant with all relevant laws.
- **Client training and education:** We conduct training for news media, advertising professionals, and companies, covering legal rules and practical hazards in their respective industry. Our goal is to equip you with the knowledge to avoid common legal issues.
- **Domain name and patent protection:** Your domain name is a valuable asset. We litigate to protect your internet domain names and maintain the integrity and reputation of your websites. Additionally, we file and obtain patent protection for website and e-commerce business methods.
- **Business communications:** We also advise clients on media and internet issues that arise in their general business activities. This includes avoiding, and responding to various claims, including copyright, defamation, right of publicity, right of privacy, false advertising, and trade libel.
- **Viral harassment campaigns and false content:** In today's digital landscape, viral harassment and the spread of false and misleading content on social media and company websites are significant concerns. We help fight disinformation by advising on strategies to identify and mitigate the impact and resolve the issue, including

developing and implementing content moderation policies to prevent the spread of harmful content and avoid DMCA and copyright infringement claims.

litigation

Our team has been successful in challenging and defending media entities in the courts. We successfully challenged Missouri's restrictions on advertising price discounts for alcoholic beverages, and the requirement that advertisers list more than one retail establishment where their products could be purchased, winning in the Eighth Circuit Court of Appeals. We also successfully defended a media company from claims for personal injury in one of the first Section 230 cases decided in Missouri.

artificial intelligence

AI is rapidly transforming the world and the legal landscape. We work with our multidisciplinary AI practice group of attorneys to help our clients in multiple areas where AI and IP intersect, including:

- **Understanding the legal landscape:** Advising on copyright and licensing issues, drafting and negotiating terms and conditions for AI-powered products and services, and helping clients develop robust privacy and cybersecurity programs.
- **Developing AI solutions:** Working with clients to identify and assess the practical risks associated with specific AI projects, and to develop strategies to mitigate those risks.
- **Protecting intellectual property:** Developing and implementing IP protection strategies for AI-powered products and services, including drafting and filing patent applications and negotiating IP licenses.
- **Resolving AI-related disputes:** Representing clients in a variety of AI-related disputes, including copyright infringement, breach of contract, and product liability claims.

sweepstakes law

We are experienced in the planning and creation of sweepstakes, contests, employee incentives, and promotions, helping clients to comply with applicable state and federal requirements.

Our attorneys have a thorough knowledge of federal statutes, such as the FTC Act, which prohibits unfair methods of competition and fraudulent and deceptive advertising. In addition, our attorneys have a wealth of experience interpreting the federal laws that apply to promotional programs, including the Children's Online Privacy Protection Act; Direct Mail Prevention and Enforcement Act; CAN SPAM; and the Telemarketing and Consumer Fraud and Abuse Prevention Act. They also are very knowledgeable about state laws regulating sweepstakes and contests, including those that require certain sweepstakes be registered and bonded.

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