

MEDIA, ADVERTISING AND E-BUSINESS

The Firm's Media, Advertising and E-Business department has developed a recognized expertise in these areas and has earned a great reputation since the boom of the Internet, in particular as regards the new issues resulting from the development of these fields of activity. Our team provides assistance to major players of the online industry, brick and mortar businesses, associations, professional federations and government bodies.

• OUR STRENGTHS

Our knowledge of the market and its players and our technical expertise allow us to assist our clients in developing new services based on the latest digital technologies, in full compliance with the law.

- Perfect understanding of the client's issues and interests
- Anticipation of issues
- Risk assessment

Our involvement very early in the life of the company enables us to accompany our clients in the implementation of large-scale projects.

- Reliability of implemented strategies
- Elaboration of original and secure contract structures
- Design of risk reduction strategies to avoid prosecutions or contestations

Our technical expertise allows us to use the tools best suited to protect the interests of our clients. We constantly adapt our skills to the peculiarities related to the new modes of communication.

- Strategies of protection, development and defence of immaterial assets
- Innovative solutions for the most complex issues
- Adjustment ability to stay in line with these fast-changing areas

Our ability to represent you in unprecedented situations: we often operate in pioneer litigation cases.

- Knowledge of the specifics related to national and international contexts
- Capacity for innovation
- Search for alternative conflict resolution procedures (mediation, arbitration, conciliation etc.)

• AREAS OF EXPERTISE

Advertising, Radio & TV Broadcasting

- Sponsoring and patronage
- Production and coproduction agreements, creation of TV, radio and advertising campaigns
- Collaboration with regulation and monitoring bodies (CSA, BVP, UDA, etc...)
- Right of publicity and assignment of rights
- Loi Sapin, sale and purchase of advertising spaces

Videogames & Multimedia Products

- Enhancement of production processes
- Development, distribution and license agreements
- Localisation
- Partnership agreements

Music Industry

- Distribution, production, license and band agreements
- Peer-to-peer piracy prevention
- Patent infringement

Press & Publishing Business

- Libel campaigns
- Right of reply
- Counterfeiting, plagiarism

Company Purchasing (Cultural sector and high technologies)

- Audits
- Audit of film and musical publishing catalogues
- Analysis of contract practices
- Analysis of the impact of the new channels of distribution of cultural goods

E-Business

- Website design and operation
- Drafting and negotiation of website design agreements
- Implementation of virtual shopping centres and platforms
- Website referencing contracts, advertising space sale or purchase agreements
- Distribution on the Internet

E-Commerce

- Liability of the players
- General Terms and Conditions of Sale
- Electronic certificate and signature
- Adapting of consumer laws with a view to protecting consumers on the Internet
- Domain name registration procedures

• REFERENCES

Publications

- Drafting of the “E-commerce” section of the Permanent Dictionary of Business Law, Editions Législatives, updated annually (from 1999 to 2010)
- Drafting of the “The Internet” section of the Permanent Dictionary of Business Law, Editions Législatives, updated annually (from 1999 to 2010)
- Drafting of the “France” section of the 2008, 2009, 2010 editions of the “Getting the deal through – e-Commerce” guide

Seminars

- Contribution to a number of seminars organized by professional associations (UDA, FEVAD, etc.)
- Collaboration for 5 years in the works of the Forum on the Internet Law

Association members

- MEDIA 92, AFDIT, ITECHLAW, etc.

Latest assignments

AREAS	ASSIGNMENTS
Major Corporate label in France	Counselling and assistance of the company in its policy against the illegal peer-to-peer file sharing and legal analysis of the new music distribution channels
Distribution of cultural goods	General assistance of a French leading company in the implementation of its online music download platform , in particular in the drafting and negotiating of the contracts concluded with the producers, music publishers and companies in charge of the collective management of author and performing artist copyrights
Radio & TV production	Drafting of a bible-type book on production contract templates . Frequent assistance in negotiating and drafting production and co-production agreements for TV shows (contracts applying to executive and delegate producers, directors, scriptwriters and actors, collaboration with French CSA, etc.)
Media agency	General assistance in drafting their contracts with advertising agencies and their contractual relationships with clients (Loi Sapin, assignment of rights applying to advertising contents, purchase of advertising space, etc.) Assistance in drafting endorsement contracts in order to secure the participation of a TV celebrity in the context of a multimedia promotion campaign
Consumer electronics / Household appliances	Counselling and assistance of a major company in drafting an advertising partnership agreement with the first online advertising sales house in Europe
Online travel agency	General assistance from its inception, including: drafting of all partnership agreements , contracts with advertising sales houses and terms and conditions of sale, validation of its communication and its promotional activities (games, ads, etc.), assistance in all the legal proceedings arising from its activities, either before the courts or the competition regulation authority
Insurance	Assistance in the marketing of insurance products on the Internet , as part of services offered by an online bank partner
Loyalty program strategies, particularly on the Internet	General assistance of a company from its inception (drafting of the general terms and conditions of sale, validation of its communication, drafting of its partnership agreements, etc.)
Internet Access Provider	General assistance, including drafting of its general terms and conditions of sale, management of litigations , and in particular in cases opposing the client to anti racist organizations and family associations, for the implementation of filtering solutions to restrict access to several websites

• CONTACT

Marie-Hélène TONNELIER
mh.tonnellier@latournerie-wolfrom.com
 0033 1 56 59 74 74