

Media & Entertainment Group

As business lawyers to media and entertainment companies, Sullivan & Worcester LLP is general counsel to, among others, ad agencies, publishers, new media companies and media licensing companies. The Firm provides legal advice grounded in our clients' business needs and realities.

Sullivan & Worcester advises on legal issues relating to media content creation, and licensing, as well as website development and maintenance. The Firm provides advice on privacy issues and other terms of use for companies with an internet presence. Our lawyers advise on First Amendment issues, including parody and satire as well as rights of publicity and privacy in connection with works created, published, and licensed by media clients.

Advertising

Sullivan & Worcester provides advice on content and manner of advertising. Our lawyers are experienced with issues affecting advertising on the internet, traditional and non-traditional advertising campaigns, and co-branding ventures. We review advertising content in order to assess risk and advise clients regarding potential litigation.

Publishing

Sullivan & Worcester is experienced in negotiating and drafting book publishing deals. We advise on editorial issues, clearance work, including privacy and publicity rights, defamation, fair use, and other potential litigation matters. The Firm similarly advises website operators in their capacity as publishers of content on the internet.

Above Hallowed Ground

In the immediate aftermath of the tragic events of September 11, 2001, members of the New York City Police Department, both on the ground and in helicopters, took hundreds of photographs documenting both the devastation and various acts of individual heroism from uniformed officers and civilians. Working with the New York City Police Department and the New York City Police Foundation, S&W lawyers negotiated the contracts that led to the publication of those unique photos in a chronicle of that fateful day. The book, *Above Hallowed Ground*, became a New York Times best seller, and helped generate much needed funding to help the NYPD rebuild after the tragedy.

Media Licensing

Sullivan & Worcester represents licensing companies in both the acquisition of licensing rights and the exploitation of those rights. This representation includes agency agreements between licensing companies, rights holders, license agreements between the licensing companies and licensees, as well as rights management, enforcement, and litigation.

The TAE BO Phenomenon

In the late 1990's the TAE BO kickboxing workout phenomenon swept through the United States and the world, rocketing a small, previously unknown direct marketing company into the international spotlight. Almost immediately thereafter, the marketing company became aware of worldwide counterfeiting and infringement of its TAE BO trademarks, and sought help from attorneys from Sullivan & Worcester. The S&W attorneys helped the company launch a successful international intellectual property enforcement program. Based on that success, the company turned to S&W counsel to advise them on all virtually all aspects of their business, including licensing, video reproduction, fulfillment and distribution deals, negotiations with various home shopping networks, contract negotiations and disputes between the company and the creator of TAE BO, and civil litigation.

Litigation

Sullivan & Worcester represents clients both prosecuting and defending claims of complex commercial matters, including matters involving trademarks, copyrights, advertising issues, and general business torts. We practice on the cutting edge of law relating to fair use, specifically with regard to parody and satire, as well as in other areas of importance to our media clients. The Firm's lawyers are experienced in bringing matters in Federal and State Courts across the country. We also advise on drafting and managing appropriate alternative dispute resolution provisions. Most important, our litigators are closely involved in the businesses of our media and entertainment clients, providing advice on the front-end of deals in order to avoid litigation. Our litigators routinely review original and licensed content for use and provide assessments to our clients taking into account relevant law and our clients' business needs.

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For further information about our Media & Entertainment practice group, please visit our website at www.sandw.com or contact:

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