Internet & Social Media Capabilities
Pillsbury provides strategic guidance on the latest social media trends, helping clients establish and maintain an online presence, optimize business opportunities, overcome hurdles and mitigate risk.

Consisting of intellectual property, corporate, technology, regulatory and litigation lawyers, our multidisciplinary Internet & Social Media team works at the forefront of emerging internet and social media issues. We advise clients on a wide range of business matters, including intellectual property protection and enforcement, FTC disclosures, compliance with advertising regulations and laws and regulations addressing defamation, privacy rights, and contests/sweepstakes. As industry thought leaders, we actively engage in discussions on the latest business, legal and technology trends, closely monitor emerging legal issues and social media, internet and related technology developments, and share cutting-edge insights on our social media blog.

Pillsbury’s Internet & Social Media team helps social media companies as well as companies that use social media with their business strategy and complex issues that are made even more so by a constantly evolving legal and regulatory landscape. We provide up-to-the minute, comprehensive and proactive advice to companies with a well-established online presence and those trying to create an online existence. Pillsbury lawyers guide clients through the commercial realities of conducting business online, addressing the legal, regulatory and policy challenges that social media present. We help our clients leverage web-based opportunities and minimize risks.

Our client base includes content owners, developers, and distributors; video game publishers; interactive entertainment companies, developers and publishers; investors with an interest in social media startups; social media websites; brand companies that use social media; colleges and universities; individuals and companies that work in digital media and entertainment; advertisers, marketers, and promoters; doctors, hospitals, and medical groups; defense contractors and web-based music platforms. We advise clients on both traditional and nontraditional legal questions raised by new technologies, informed by an in-depth understanding of and experience in addressing the business, legal and technology issues unique to social media.

Our services include advising on and assisting with:

- Digital marketing
- Digital streaming music services
- Regulatory issues and compliance matters
- The “internet of things”
  - Advertising regulations and online advertising issues
  - Antitrust & unfair competition
  - California Consumer Privacy Act & other biometric law (Bot laws)
  - Consumer Legal Remedies Act
  - Consumer Review Fairness Act
  - Digital Millennium Copyright Act and safe harbor protections
  - FTC compliance and disclosure issues
  - GDPR
  - Net neutrality laws
  - The Communications Decency Act
- Intellectual property protection, enforcement and portfolio management
  - Content licensing
  - Copyright
  - Patent
  - Trade secrets
  - Trademark
- Business formation, structuring and finance issues for social media startups
- Contests/sweepstakes
- Corporate and tax-related matters
• Digital currency and blockchain technology
• Dispute resolution and litigation management
• Employment-related issues
• Geo-tracking and location-based services
• Internet & interactive entertainment
• Loyalty and marketing programs
• Mobile apps
• Privacy policies, terms and conditions
• Social media guidelines and policies
• Terms of use

To learn more about our practice, emerging issues and trends, visit our blog, follow us on Twitter, and join the conversation.

Practice Area Highlights

The Internet & Social Media Law Blog covers interesting business and legal issues, including blockchain, artificial intelligence, SEC issues, employment issues and more. Visit internetandtechnologylaw.com

About Pillsbury

Pillsbury Winthrop Shaw Pittman LLP is a leading international law firm with offices around the world, and a particular focus on the technology, energy & natural resources, financial services, real estate & construction, and travel & hospitality sectors. Recognized by Financial Times as one of the most innovative law firms, Pillsbury and its lawyers are highly regarded for their forward-thinking approach, their enthusiasm for collaborating across disciplines and their unsurpassed commercial awareness

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