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 social media present and helping them 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; 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:**

- The “internet of things”
- Digital marketing
- Digital streaming music services

- **Regulatory Issues and Compliance Matters**
  - Digital Millennium Copyright Act and safe harbor protections
  - The Communications Decency Act
  - Consumer Legal Remedies Act
  - Antitrust & unfair competition
  - FTC compliance and disclosure issues
  - Advertising regulations and online advertising issues

- **Intellectual Property Protection, Enforcement and Portfolio Management**
  - Copyright
  - Patent
  - Content licensing
  - Trademark
  - Trade secrets
  - Contests/sweepstakes
  - Digital currency and blockchain technology
  - Internet & interactive entertainment
  - Geo-tracking and location-based services
  - Mobile apps
  - Employment-related issues
  - Corporate and tax-related matters
  - Social media guidelines and policies
  - Loyalty and marketing programs
To learn more about our practice, emerging issues and trends, visit our blog, follow us on Twitter and join the conversation.

**REPRESENTATIVE EXPERIENCE**

- Worked in partnership with the Delaware Department of State to implement the state’s Blockchain Initiative, which seeks to enable all Delaware corporations to issue shares using the same technology that underlies the virtual currency Bitcoin.
- Represented Business Insider in its $343 million sale to German media company Axel Springer SE.
- Represented a media company in an indemnity matter arising out of a lawsuit alleging copyright infringement and unfair competition in connection with online radio stations.
- Defended a mobile games developer in a putative class action alleging privacy claims.
- Represented a world-leading publisher and developer of mobile content in negotiations over a dispute involving a license agreement.
- Represented a news aggregator service in a defamation case brought by a restaurant involving automated internet advertising that was settled favorably.
- Assisted a musical ringtone developer with a copyright infringement claim and indemnity claims.
- Advised a cloud service provider on online advertising issues regarding its terms of service.
- Represented a publicly held provider of online business cloud services and niche digital media content in litigation, intellectual property and other matters.

**PRACTICE AREA HIGHLIGHTS**

- The **Internet & Social Media Law Blog** covers interesting business and legal issues and upcoming events in the virtual world, social media and video game industries.
- Follow us on Twitter.