

FIRM LOGO

Digital Media Practice

We work with leading global companies and innovative start-ups that offer products and services through internet, mobile, and digital media technologies, to help them succeed at every stage of their business.

The firm’s lawyers collaborate with digital business clients to effectively navigate the legal and regulatory challenges of the digital business landscape. We work with leading global companies and innovative start-ups that offer products and services through internet, mobile, and digital media technologies, to help them succeed at every stage of their business. We provide client-focused advice on strategic, operational, and corporate matters, as well as knowledge guided by experience on the contentious aspects of doing business in the digital world. Most importantly, we are proactive in protecting our clients’ business interests, and we share forward-thinking ideas and practical recommendations that further their goals.

“We are proactive in protecting our clients’ business interests, and we share forward-thinking ideas and practical recommendations that further their goals.”

Our lawyers represent cutting edge businesses that are focused on content creation, marketing, and distribution. Our multidisciplinary team of attorneys has structured and negotiated complex technology and content transactions, including strategic acquisitions of media and gaming companies, content licensing and distribution agreements, content supplier agreements, and commercial deals related to interactive marketing, branded consumer products and services, and Internet technologies. We advise clients on consumer and online contracts, sales and distribution, agreements with employees and consultants, data protection and management, and the numerous other legal issues associated with developing digital content channels.

Our understanding of the technology and digital media market in which our clients operate means that we are able to provide them with pragmatic and valuable advice to help them achieve their strategic objectives. We are fascinated by technology and innovation and are genuinely excited by our clients’ potential to grow and achieve commercial success in the digital world.

Our Digital Business practice capabilities encompass the following:

Internet and E-Commerce Transactions

Cloud-based services, online purchasing, and social media increasingly play a central part in our everyday lives. Our attorneys provide the full complement of required legal services to set up, protect, buy, commercialize and sell internet-based and e-commerce businesses. We have been very successful in counseling our clients in the rapidly evolving sectors of investment financing opportunities, joint ventures, technology platforms, and content delivery.

Internet and e-commerce businesses cut across geographic borders, and we represent clients in the technology hotspots across Asia, the United States, and the world. Our global reach gives us a broad and well-informed perspective on our clients’ technology, whether as a developer, distributor, user, or other industry player. Our breadth of experience covers a range of digital technology and commercial issues including funding and finance, cloud services/software as a service, mobile, online and in-app payments, outsourcing, advertising and marketing, data protection, and regulatory and consumer protection.

Gaming and Interactive Entertainment

We are deeply involved with clients in the digital gaming and interactive entertainment arena. Our in-depth knowledge of the industry means we are well placed to advise businesses of all types and sizes, from start-ups to multi-national companies and from content creators to service providers. From mobile, video games and online gaming to content distribution and rights, companies of all sizes in this rapidly evolving sector turn to us to help them navigate the complex regulatory and business issues that arise when entertainment and technology converge.

Our work with in-house counsel of digital media companies gives us an intimate knowledge of the issues affecting this evolving industry and the know-how to resolve them. Whether the challenge is contractual, regulatory, financial, or strategic, clients trust us to help them understand their options and develop optimum legal solutions.

We provide full 360-degree support on gaming and digital media issues and our services include development, publishing and distribution agreements, content acquisition, licensing of technology and content, brand management and trademarks, advertising and promotional activities, and privacy issues.

Our clients range from software companies to multi-channel retailers. Our experience includes strategic counsel and regulatory guidance with regard to Internet, mobile technology, and social media platforms. We understand these new commercial channels and the stringent and often unclear, evolving state, federal and industry-specific regulations and platform policies governing their use. Our attorneys offer proactive and practical counsel to help clients reach and expand their markets employing these technologies.

Intellectual Property Protection and Enforcement

We help companies protect their content development and technological investments and maximize revenue streams from their digital media initiatives. Our attorneys routinely counsel clients on protection of intellectual property rights through copyright, trademark, trade secret and patent advice and enforcement.

Our clients range from traditional global technology businesses to those creating the latest breakthroughs. By collaborating with our clients, we are able to anticipate and address legal challenges, so they are compliant and their ideas are protected.

Licensing/Distribution Agreements and Joint Ventures

We advise clients on how to optimize the global distribution, licensing and exploitation of content across a variety of interactive media channels, including the negotiation of content deals for online gaming and digital television as well as structuring online service joint ventures and other content sharing agreements between content producers, advertisers and Internet/mobile distribution platforms.

Privacy and Security

We counsel companies on developing the most effective compliance structures regarding worldwide regulations and guidelines that have emerged to address the growing spectrum of privacy and data security concerns associated with the use of digital media platforms to communicate with consumers. We also advise clients on data use strategies and help develop innovative and compliant methods to leverage data in data analytics, advertising, marketing, and other business operations.

Our clients include advertisers and marketers as well as content developers, distributors and owners. We also represent investors involved in the digital media aspects of gaming and interactive entertainment as well as the talent, promotion, branding and intellectual property components that contribute to the success of each venture.

Representative Matters

- Successfully defended a social media pioneer in a major patent litigation action that threatened the core of its business. The action concluded with a jury verdict completely vindicating our client and the invalidating of the patent at issue.
- Represented a leading mobile game publisher in Germany in its \$130 million investment in one of the biggest and fastest growing mobile game studios in the United States. The investment is one of the largest in the mobile gaming industry since 2013, and makes our client the largest stakeholder in the industry.
- Successfully defended two worldwide recording companies against claims of copyright infringement.
- Represented a leading aftermarket autoparts manufacturer before the United States Copyright Office in testimony relating to the Digital Millennium Copyright Act, offering sophisticated counsel on anti-circumvention and copyright infringement matters.
- Successfully defended one of the world’s largest software developers, publishers and distributors in the licensing of educational and professional training materials in a federal copyright infringement action.
- Handle patent work, as well as trademark and trade secret matters, for a portfolio of a media company that includes mobile phone forecasting services worldwide.
- Manage a global trademark portfolio for a leading mobile phone manufacturer, including registration for its trademarks, licensing and related legal services. Represented the manufacturer in connection with the development of a software platform that facilitates the distribution of mobile phone charities, businesses, and individuals.
- Drafting and negotiating turnkey agreements for a music download vendor.
- Represented a digital advertising company in its acquisition by BRJ, Inc., a leading mobile phone wholly-owned subsidiary of YPP, a leading mobile phone communications services.
- Represented a leading digital media company in its content and eCommerce in a \$1.5 billion acquisition by River Bay Investments.

FOR MORE INFORMATION, PLEASE CONTACT:



Richard S. Bacino, Partner • 424.236.6532 (Los Angeles) • bacino-r@lawfirm.com
Richard Bacino is a deal lawyer who represents domestic and foreign companies, financial institutions, funds, and high net-worth individuals in corporate and real estate transactions, with special emphasis on cross-border deals. He represented a leading mobile game publisher in Germany in its \$130 million investment in BRJ, one of the biggest and fastest growing mobile game studios in the United States.



Susan D. Cafarelli, Partner • 215.584.5901 (Philadelphia) • cafarelli-s@lawfirm.com
Susan Cafarelli concentrates her practice on the creation, protection, defense, and licensing of intellectual property. She represents multinational companies with large, complex IP portfolios and needs, as well as successful mid-market companies, entrepreneurs, and small businesses in a variety of industries, such as: life sciences; beer, wine, and spirits; software; gaming and sports; music and entertainment; graphic design and advertising; insurance; and retail.



Daru J. Kagawa, Partner • 215.584.5920 (Philadelphia) • kagawa-d@lawfirm.com
Daru Kagawa concentrates his practice in intellectual property matters and related litigation. He serves a wide range of clients in areas including: trademark and copyright counseling, including copyright registration and service mark applications; prosecution of trademark and service mark applications; internet issues, domain name disputes, UDRP proceedings, and e-commerce issues; preparation and negotiation of technology transfer, assignment, and confidentiality agreements; and domestic and international license agreements for trademarks, copyrights, software, and know-how.



Bryan D. Paczkowski, Partner • 424.236.6543 (Los Angeles) • paczkowski-b@lawfirm.com
Bryan D. Paczkowski serves as commercial counsel to companies in a wide range of industries with respect to mergers and acquisitions, corporate governance, business financing, strategic relationships, corporate partnering, and intellectual property protection. He regularly counsels and collaborates with clients in supporting their business growth initiatives and resolving general commercial law issues, including consumer product, compliance, human resources, real estate, tax, and related controversies.

About Law Firm: Founded in 1954, our Firm is an Am Law 100 firm with 13 offices and over 600 attorneys throughout the United States and in Shanghai who represent businesses and organizations ranging from *Fortune* 500 companies to start-up entities around the globe. With a strong focus on the key industry sectors of energy, maritime and transportation, real estate, financial services, healthcare and life sciences, chemical, gaming, technology, and manufacturing, we advise our clients on a full spectrum of legal matters involving litigation; M&A and securities; finance, business restructuring, and bankruptcy; cybersecurity and data privacy; environment and mass torts; government contracts; insurance coverage; intellectual property; labor and employment; international trade; matrimonial and family law; political law; tax and benefits; and white collar defense and investigations. Our firm also represents pro bono clients in a wide variety of cases and matters. We are annually ranked and recognized for our leading middle-market corporate, M&A, real estate, and finance practices, to name a few, and is internationally acclaimed for its global maritime practice and capabilities. For more information, please visit [website.com](#).

OFFICE LOCATIONS

- | | |
|-----------------|---------------|
| Cincinnati | Princeton |
| Fort Lauderdale | San Francisco |
| Houston | Shanghai |
| Los Angeles | Tampa |
| New York | Washington |
| Philadelphia | Wilmington |
| Pittsburgh | |