

MWH

LAW GROUP

ADVERTISING AND DIGITAL MEDIA

MWH attorneys have extensive experience reviewing, revising, negotiating and drafting a wide variety of contracts for advertising services, including affiliate programs, electronic marketing campaigns, click-through internet ads, sponsorships, co-branding, social media, video advertising (standard and technical stream), mobile apps advertising, streaming content ads, digital content production, digital media licenses, publisher agreements, and related public relations advice and services.

Firm members have participated as featured speakers on topics related to online advertising, social media policies, legal compliance with FTC Guidelines and privacy laws, mitigating legal risks related to required disclosure of endorsements, agreements with content developers and bloggers and issues related to third party content ownership, management and control.



More than 15 dedicated lawyers offering their guidance



350+ combined years of law experience



Milwaukee, Chicago, West Des Moines & Indianapolis

REPRESENTATIVE EXPERIENCE

- For a global toy company, provided advice and counsel and drafted agreements regarding public relations, digital media production, distribution and marketing, including on social media and in mobile apps.
- While serving as outside counsel for a privately held children's games and multi-media company, drafted and negotiated numerous services agreements with media consultants to develop digital content for social media, purchase company advertising spots on social media, manage organic search engine optimization services, advising on digital asset optimization and social media syndication.
- For a global software company, the firm drafted and negotiated a strategic advertising agreement for the resale of advertising inventory to advertisers for publication on the largest media conglomerate's domestic and international websites.
- For a Fortune 500 manufacturing company, the firm advised the company about legal issues related to electronic marketing campaigns, social media programs, bloggers, on-line company endorsements and compliance with applicable privacy laws.
- While serving as outside counsel for a Fortune 1000 greeting card company, provided review, negotiation and drafting of digital marketing, traditional advertising, publishing, production, digital content, sponsorship and co-branding agreements.
- For a major retail software company, firm attorneys provided advice and counsel regarding real time video ad streams on publisher websites and a monetization platform for the company's website and mobile apps.
- Served as General Counsel and secretary for insurance.com and advised on online marketing campaigns, affiliate marketing program, database purchase agreements, social media endorsements and SEO for this startup online comparison market platform.
- For a global software company, the firm drafted and negotiated a strategic advertising agreement with media conglomerate to maximize revenue for the parties through publication of remnant video ad inventory across high profile media properties.
- For a Fortune 500 software company, drafted and negotiated master advertising services agreements for cloud platforms to monitor ad campaigns, manage search engine optimization, and deliver ads to targeted audiences in real time.
- For multi media entertainment company the firm drafted and negotiated agreement with national advertising agencies for cross channel placement on multimedia platforms and electronic devices.

Highly rated by Super Lawyers and Rising Stars | Earned the highest ratings by Martindale-Hubbell
Named Best Lawyers in America, Leaders in the Law and Up & Coming Lawyers



**JENNIFER PFLUG MURPHY
PARTNER | MILWAUKEE**

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B I O G R A P H Y

Jennifer Pflug Murphy has 20+ years of experience providing advice and counsel to public and private entities in all facets of commercial contract preparation, due diligence and negotiation, which includes a wide variety of simple to complex agreements and transactions as listed above.

Ms. Murphy represents major manufacturers and Fortune 500 Companies, including advising in-house legal counsel and business stakeholders on all aspects of commercial matters, developing contract management, structure, delegation and implementation process, creation of template and form agreements, on-going strategy and analysis for continuous improvement, evaluating business and legal risks and overall risk management, and commercial support.



**LINDSAY B. FATHALLAH
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B I O G R A P H Y

Lindsay B. Fathallah has extensive experience representing public and private companies in a wide variety of corporate, real estate, and commercial lending matters. She supports public and private companies in all aspects of contract services, including preparing and negotiating a full range of commercial agreements in the areas of manufacturing, supply and distribution, consulting, licensing information technology, and confidentiality. Ms. Fathallah routinely works with in-house attorneys and business teams to efficiently complete contracting projects.

Ms. Fathallah also has significant experience representing business clients with all aspects of mergers and acquisitions, including negotiation of deal terms and structures, drafting purchase agreements, due diligence review, financing and closings.



**RACHEL D. LERNER
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B I O G R A P H Y

Ms. Lerner is a high level strategic thinker who structures, drafts and negotiates a full range of commercial transactions related to: licensing, software, IT services, online products and services, advertising, marketing, strategic alliance, joint-venture, research and development, professional services and sponsorship agreements.

Ms. Lerner represents entrepreneurs, start up, middle market and private companies as well as market leaders Adobe, American Greetings, AG Interactive, Hasbro, insurance.com, The Rock and Roll Hall of Fame and Museum, Goodyear Tire and Vitamix. She is a frequent speaker, published author and teaches an advanced course on IP and Technology Transactions as an Adjunct Professor at Case Western Reserve University School of Law.



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B I O G R A P H Y

Peggy A. Miller has over 35 years of experience advising and representing clients in contract negotiations, drafting, closing and management, including serving as outside counsel for clients with hundreds of agreements with OEMs, customers, content providers, digital advertising suppliers, data analytics services, cloud services providers, telecommunications providers, software developers. Other contract support matters include managing all contacts with third parties upon winddown and assumption of a client's business, and terms for mobile apps, SDKs and use of open source software.

Ms. Miller is a frequent speaker on various topics, including open source software, emerging trends in technology law, complex contracting, and legal risks of digital activities.