

# Creative Industries Group



## CREATIVE TEAMS NEED CREATIVE LAWYERS

Developing and protecting creative assets such as ideas, intellectual property and technology is critical to the success of creative companies. That's why Dorsey's Creative Industries Group helps clients stand apart from the competition and gain that competitive edge to stay always ahead.

We mobilize the expertise of over 575 Dorsey lawyers around the globe, from New York, to Southern California, London and China, to provide specialized, seamless service to clients operating in a wide range of creative fields, from brand development, to product design, fashion, retail, television, film, publishing, theatre, music, sports and entertainment.

Because creative industries don't operate in a vacuum, our attorneys don't practice in one. We're not only legal experts but we also understand the business and industry standards that are unique to the creative fields in which our clients operate, which lets us effectively advise on everything from artistic and intellectual property protection to dispute resolution, licensing and distribution and business financing and structuring.

## OUR EXPERIENCE



### Fashion & Retail

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- Represent clothing designers in copyright infringement suits against manufacturers.
- Assist clothing designers in securing utility and design patent protection for their articles of clothing.
- Represent clothing designers in patent infringement actions regarding online product design contests.



### Music & Radio

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- Advise musicians on trademark clearance of registration and copyright registration.
- Negotiate agreements to use songs by certain artists in product advertising campaigns.
- Represent recording artists in defending copyright litigations.
- Advise radio stations on commercial, intellectual property and corporate matters.



### Media

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- Represent media companies in strategic investments, partnership transactions, and M&A transactions.
- *Argus Research Group, Inc. v. Argus Media, Inc.* Obtained dismissal on summary judgment of majority of plaintiffs' trademark infringement claims on ground of laches; remainder of claims amicably resolved thereafter.



## Cosmetics & Beauty

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- Represent beauty and cosmetic companies in mergers and acquisitions.
- *Physicians Formula Cosmetics, Inc. v. Cosmed, Inc.* Prevailed on petition to cancel trademark registration for PHYSICIANS CHOICE based on likelihood of confusion with client's well-known PHYSICIANS FORMULA trademark for cosmetics.
- *Sigma Enterprises, LLC v. Alluring Deals, LLC et al.* Successfully sued a company in California for patent, trademark, and copyright infringement. Sigma was awarded fees and costs, the defendant was enjoined from selling the infringing products, and the defendant was required to destroy the infringing products.



## Theatre & Arts

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- Counsel artists and small business owners on advice for copyright and trademark issues, leasing and buying property, business organizations and contracts.
- Represent theatre companies in sponsorship contracts, agency contracts, production and collaboration contracts, trademark issues and other intellectual property work.
- *Robert V. Straus Productions, Inc. v. Pollard.* Obtained successful jury verdict in favor of producers of Off-Broadway show "I Love You, You're Perfect, Now Change" on claims for breach of contract asserted by former General Manager.



## Publishing

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- Represent authors in reviewing and negotiating book-publishing agreements.
- Advise online publishing companies on complex copyright issues.
- Represent newspapers and publishing companies in defamation, First Amendment and libel litigation.



## TV & Film

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- Represent TV and film producers in various IP matters, and in reviewing agreements for film option and talent.
- Represent film executives and producers in contract disputes.
- Represent production and film companies on movie distribution issues.



## Sports & Gaming

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- Advise online sports broadcasting companies in joint ventures relating the production and broadcasting of sporting events in the US, Latin America and Europe.
- Advise online publishers of sports content on copyright, trademark enforcement and data privacy issues.
- Advise computer gaming companies on mergers and acquisitions.



## Celebrity Sponsorships

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- Draft agreements between sporting goods companies and athletes relating to sponsorship and development of products.

## CREATIVE INDUSTRIES CO-CHAIRS



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