



DIGITAL MEDIA

Leading Role

Barnes & Thornburg's entertainment attorneys provide strategic counseling to clients on the cutting edge of the digital media landscape.

In conjunction with our [Internet and Technology Law](#) and [Advertising and Marketing](#) practice groups, we help clients navigate the legal and regulatory hurdles associated with the evolving laws in this space and leverage platform benefits to assist in maximizing all revenue streams.

From startups to multinational media conglomerates, our digital media clients seek our counsel for a myriad of needs including:

- Strategic consulting, including identifying strategic opportunities
- Negotiation and structuring of joint ventures
- Negotiation and structuring of talent and spokesperson agreements
- Privacy, security and data collection policies and regulations
- Keyword advertising, search engine optimization and behavioral marketing
- User-generated content and social media
- Trademark and copyright use, licensing and infringement
- Marketing, branded entertainment and promotion initiatives
- App financing, development and distribution

Practice Leaders

Why Barnes & Thornburg?

Finding new ways to help clients identify solutions and new business opportunities, across industries, is at our core. We are, at times, more than lawyers, we are advisers bringing new ideas to light. We understand what keeps you up at night and work collaboratively to find practical and creative solutions, at the heart of business.

RELATED PRACTICES

Advertising and Marketing

Entertainment

Internet and Technology



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