

PRACTICAL ADVICE

MEDIA, DEFAMATION & PRIVACY LAW PRACTICE



Fox Rothschild LLP
ATTORNEYS AT LAW

Minimize Legal Risks and Protect Your Rights in the New Information Age

Are You Prepared for the New Information Age?

Do you or your company hold press conferences, issue press releases, advertise and market your business, or make statements on a website or blog?

Do you or your employees post comments or information on the company blog or on personal blogs?

Answer yes to either of these questions, and you are at risk for a lawsuit. In the new information age, speaking publicly no longer requires a podium or a press conference. Blog, website, public relations, advertising, and marketing communications easily create a myriad of legal issues for companies and individuals, including defamation, trade libel, invasion of privacy, and trademark/copyright infringement suits.

At Fox Rothschild, our attorneys have the experience and knowledge to help anyone navigate and minimize legal risks associated with any kind of communication. We offer training, and can help create policies and procedures relating to websites, blogs, and other forms of communications. Our attorneys can vet what you want to say before you say it so that you can take advantage of the most the law has to offer. In a world where what one says is always public and transparent, these essential risk management counseling strategies can save you money, protect your reputation, and avoid distraction.

Already facing a lawsuit? Our attorneys are experienced trial lawyers who can aggressively defend against such claims. We have defended countless claims, often achieving full dismissal before trial and/or settling for nominal sums. In some cases, our attorneys have forced the plaintiffs simply to drop their lawsuits.

What Do You Do When Competitors, Consumers, or Bloggers Attack?

Do competitors or consumers make statements about your company or its products and services?

Do current or former employees bad mouth you or your company/institution?

Do anonymous posters defame you or your company/institution on the Internet?

You have legal rights and potential claims for defamation, trade libel, injurious falsehood, and related causes of action. Fox Rothschild can advise you on all of these issues, and help resolve the problem as quickly as possible. Costly litigation isn't always necessary in such situations. We work closely with you to first try to persuade the attackers to stop what they're doing. But if those efforts don't work, our experienced trial attorneys are ready to fight for you.

Attorneys with the Experience to Help

Do you see yourself in any of these situations?

- 1. An entrepreneur under investigation is losing the battle of public opinion. What can she say? Are there ways to reduce the risk of getting sued for defamation?**
- 2. A financial services company wants to advertise how its services are superior to its competitors' without risking claims for defamation, trade libel, and false advertising.**
- 3. A corporation's few disgruntled employees are anonymously blogging at home and work, revealing confidential and proprietary information and harassing other employees. What can the company do?**
- 4. A university is bearing the brunt of a campaign by local activists attacking the university's admissions policies. Can the university bring legal action designed to stop such libels?**

Fox Rothschild Can Help with All Your Communications Issues

Our attorneys can:

- Audit your situation, identifying areas of risk and crafting policies and procedures relating to:
 - corporate communications
 - marketing and advertising
 - websites, blogs, and podcasts
 - information and technology gathering and use
- Train executives, marketing, communications, public relations, and human relations departments in:
 - saying what you want to say – with less risk
 - managing any communications crisis
 - speaking with the press
- Review what you or your company want to tell the world through:
 - websites, podcasts, and blogs
 - press releases
 - press conferences
 - advertising and marketing
- Pursue or defend against claims and lawsuits alleging:
 - defamation
 - trade libel
 - invasion of privacy
 - trademark violations
 - copyright infringement

**Fox Rothschild attorneys
have deep experience with
situations just like these and many more.**

Visit www.foxrothschild.com
for more information.

LET OUR EXPERIENCE BE YOUR GUIDE.

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