



NEAL
GERBER
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Cobranding Agreements

The professionals in our Advertising & Social Media practice counsel clients on the legal implications of advertising and promotional campaigns and provide guidance for both traditional and emerging commercial agreement approaches, such as cobranding agreements. We negotiate and draft agreements that help our clients maintain brand integrity, allocate costs fairly and share revenue equitably. We help our clients position themselves from the outset to preserve their interests when exiting the cobranding relationship and prepare for post-arrangement intellectual property and customer ownership/data management concerns.

KEY CONTACT

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