



# Advertising & Marketing

## Why Seyfarth?

With substantive knowledge in the fields of beauty and cosmetics, cannabis, consumer products, food and beverage, dietary supplements, fashion, health and wellness, logistics, retail, sports and entertainment, and many other industries, Seyfarth's Advertising & Marketing group helps clients get it right the first time, and otherwise solve problems as soon as they arise.

### Seyfarth's Advertising & Marketing group covers all aspects of this complex and nuanced area of law, including:

- Claims Substantiation
- Clearance
- Sweepstakes & Promotions
- E-commerce
- Product Labeling
- Specific Claim Guidance
- California Prop 65
- Government Investigations
- State Privacy Laws
- Consumer Litigation
- Competitor Litigation
- Agency, Entertainment, Management, Production, and Other Agreements
- Product/Consumer Testing
- Agreements
- Social Media and Influencers
- Consumer Class Acton Defense
- Consumer Data and Privacy Litigation and Counseling
- TCPA and State Marketing and Texting Laws

## Key Contacts



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**Our attorneys regularly represent clients in advertising disputes and litigation in courts and before regulatory agencies around the country, including in defense of class actions and multidistrict litigation. The group handles matters before or involving:**

National Advertising Division (NAD)	Food & Drug Administration (FDA)
Federal Trade Commission (FTC)	State Attorneys General
State and Federal Courts	

## Industry Experience

- Beauty and Cosmetics
- Food and Beverage
- Heavy Machinery
- Cannabis
- Dietary Supplements
- Motor Vehicle
- Consumer Products
- Health and Wellness
- Pharmaceuticals

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**Seyfarth and the Advertising & Marketing team are committed to excellence and to increasing awareness on the importance of diversity and inclusion in the workplace. Recognitions of these efforts include:**

### Mansfield 5.0 Certification Plus

Since 2017, Seyfarth has achieved Mansfield Certification Plus from Diversity Lab after completing the Mansfield Rule 5.0 12-month certification program. The Mansfield Rule Certification measures whether law firms have affirmatively considered at least 30% women, underrepresented racial/ethnic groups, LGBTQ+ lawyers, and lawyers with disabilities for leadership and governance roles, equity partner promotions, formal client pitch opportunities, and senior lateral positions.

### Human Rights Campaign Foundation's Corporate Equality Index

In 2023, for the 15th consecutive year, Seyfarth earned a perfect score of 100 in the annual Human Rights Campaign (HRC) Foundation's Corporate Equality Index (CEI) and was named a "Best Place to Work for LGBTQ+ Equality." The CEI is the nation's premier benchmarking survey and report measuring corporate policies and practices related to LGBTQ+ workplace equality.

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## Accolades

### ***US News Best Law Firms 2025***

US News & World Report Nationwide and Regional recognition for Product Liability and IP Litigation.

### ***Best Law Firms for Women & Diversity***

In 2022, 2023, and 2024, Seramount recognized Seyfarth as one of the "Best Law Firms for Women & Diversity."

### ***BTI Litigation 2025***

Seyfarth was recognized by BTI Litigation for Class Action Litigation, Commercial Litigation, and Cybersecurity Litigation.

### ***Legal 500 2024***

Seyfarth was ranked by Legal 500 for Product liability, mass tort, and class action: consumer products.