



Pattishall, McAuliffe's Newest Partner

February 23, 2010

The Firm is pleased to announce that Alexis E. Payne has been named a partner. Alexis leads the Firm's advertising, promotional marketing, and media practice and is a part of the firm's litigation practice. She has extensive experience in assisting clients with the design and implementation of advertising and promotional campaigns that comply with the law and promote brand identity in the marketplace. Alexis' practice also includes the representation of clients in advertising disputes in court and before the National Advertising Division (NAD) and the National Advertising Review Board (NARB).

Alexis counsels a wide variety of clients in all aspects of advertising, promotional marketing, and media, including:

Advertising

- Advertising and marketing campaigns, ensuring compliance with state and federal laws and regulations, industry guidelines and evolving best practices.
- Competitive advertisement claims and substantiation required to support advertising claims.
- Environmental advertising and compliance with controlling laws, regulations, and guidelines.
- Unfair competition issues in advertisements.

Promotional Marketing

- Sweepstakes and contests, including contests involving user-generated content.
- Gift cards, gift certificates, rebate programs and other incentive and brand loyalty marketing tools.
- Endorsements and testimonials.



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- Promotions in highly regulated fields, such as alcohol, gasoline, dairy and dietary supplements.

Media

- Social media, including associated intellectual property, right of publicity, defamation, First Amendment, and corporate responsibility issues.
- Privacy and data security on the Internet, including preparation and review of web site privacy policies and terms of use.
- Intellectual property licenses, assignments, confidentiality, publicity and non-disclosure agreements.
- Internet domain name procurement, protection, and enforcement against cybersquatters.
- Branded entertainment, including agreements for the integration of brands into various media channels, including product placement.
- Children's Online Privacy Protection Act (COPPA) and state child protection registry laws.
- State and federal laws and industry guidelines on direct mail and e-mail marketing, including CAN-SPAM.

In addition, Alexis counsels clients on the clearance, use, and protection of trademarks, service marks, trade names and trade dress. Alexis also assists clients with a wide array of copyright-related matters, from the integration of third-party copyright content into social media promotional campaigns to copyright infringement litigation. Alexis is a frequent speaker and author on cutting-edge advertising and intellectual property topics.

Alexis received her B.A. with Distinction from the University of Michigan in 1996 and her J.D. from The Ohio State University College of Law in 1999. She served as a member of the *Ohio State Law Journal* and was a national quarterfinalist moot team member. She is active in the Promotion Marketing Association (PMA) and the ABA Special Committee on Promotions and Marketing Law. Alexis is also a member of the Chicago Bar Association and the Chicago Interactive Marketing Association (CIMA).

Alexis is admitted to practice in the State of Illinois and the U.S. District Courts for the Northern, Central, and Southern Districts of Illinois and has also been admitted *pro hac vice* in several other states.

Alexis volunteers her time by serving on the board of the local chapter of Room to Read.

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