



**KENNETH R. FLORIN**  
**Partner and Co-Chair, Advanced Media and Technology**  
**Department; Chair, Emerging Media Practice Group**

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New York, New York 10154

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Kenneth R. Florin represents Fortune 500 companies, media companies, advertising and promotions agencies, sports leagues and teams, and new media and interactive ventures, advising them on the development of their advertising and promotion strategies, online communities, and technology-related products and services. Mr. Florin negotiates deals ranging from traditional agency-client, co-promotion, tie-in, and employment and sponsorship agreements to licensing deals for the digital distribution of content, Internet and e-commerce development agreements, and multi-platform branded entertainment agreements.

Mr. Florin reviews concepts, layouts, and copy for all forms of advertising and promotion initiatives, including sweepstakes and contests, wireless and interactive promotional campaigns, cause-related marketing programs, and auctions. In addition, Mr. Florin assists his clients in the development of their data collection and privacy policies, in the handling of regulatory and consumer inquiries and complaints, and in trademark and copyright matters.

Mr. Florin also has extensive experience in the area of traditional entertainment. He has represented both corporations and artists in the negotiation of recording agreements, music production agreements and music licensing agreements, streaming and download agreements, publishing agreements, and television and film production and finance agreements.

Mr. Florin has written several articles for publications such as *Advertising Age*, *PROMO Magazine*, and *Corporate Counsel Magazine*, among others. He also serves on the Editorial Board of the [Advanced Media and Technology Law Blog](#).

#### **Practice Areas**

- Advanced Media and Technology
- Advertising and Promotions
- Branded Entertainment
- IP and Entertainment Litigation
- Sports
- Privacy, Security and Data Optimization



- Emerging Media
- Technology and Outsourcing

### Publications/Speeches

- Panelist, EEI 24th Annual Payment Card Institute, Washington, DC (May 6-7, 2010)
- Speaker, Loeb & Loeb LLP Presents an Advanced Media and Technology Group Webinar: The FTC Presents Its Key Issues for Advertising in 2010 (January 28, 2010)
- Speaker, PMA Marketing Law Conference 2009, Chicago, Illinois (November 5-6, 2009)
- Presenter, Loeb & Loeb LLP Presents an Advanced Media and Technology Group Webinar: Online Behavioral Advertising (October 28, 2009)
- Speaker, CARU Annual Conference 2009: Advertising to Kids 2.0, New York, New York (October 7, 2009)
- Speaker, 23rd Annual Payment Card Institute, Emerging Technologies, Arlington, Virginia (May 5-6, 2009)
- Moderator, PMA Marketing Law Conference 2008, Chicago, Illinois (November 20-21, 2008)
- Speaker, Media & Money: The Intersection of Media, Entertainment and Wall Street, New York (October 14-15, 2008)
- Speaker, CARU Annual Conference 2008: What's New in Children's Advertising Texting, Gaming, Social Networking and More, New York, New York (September 24, 2008)
- Speaker, PMA Digital Marketing Summit: Digital Marketing Fully Integrated, New York, New York (September 8, 2008)
- Panelist, E-Summit, San Francisco, California (April 23-24, 2008)
- Speaker, Loeb & Loeb LLP Presents an Advertising & Promotions Group Webinar: Marketing and Promotions Using Wireless Devices (February 13, 2008)
- Speaker, PMA Marketing Law Conference 2007, Chicago, Illinois (November 15-16, 2007)
- Speaker, ACI Focus: Sweepstakes, Contests & Promotions, New York, New York (October 10, 2007)
- Speaker, Promo Live 2007, Chicago, Illinois (September 17-19, 2007)
- Speaker, Basics of Promotion Marketing, New York, New York (May 7-18, 2007)



- Panelist, Facing Reality: The New Paradigm in Television Law and Business, New York, New York (February 22, 2007)
- Speaker, 28th Annual Promotion Marketing Law Conference, Chicago, Illinois (December 12-13, 2006)
- Panelist, Promotion Marketing Association's 15th Annual Star Power Conference, Universal City, California (June 6-7, 2006)
- Panelist, Branding 360°-Activating Innovation, Chicago, Illinois (March 8-9, 2006)
- Speaker, New Technologies and New Media in Advertising Law, New York, New York (January 30-31, 2006)
- Speaker, HyperChange: Maintaining Balance in the Rapidly Changing World of Marketing, Chicago, Illinois (December 1-2, 2005)

#### Media Mentions

- Law Practice to Focus on New Media By Susan Butler, *Billboard*
- Comcast Enters HD Quality Dispute By James Hibberd, *TVWeek.com*
- Internet Television Company Joost Adds CNN to Content, Announces Commercial Launch  
*Associated Press*
- Consumer-Created Ads Cause Grief for Companies By Lynne Marek, *The National Law Journal*

#### Affiliations

- Board of Directors, Promotion Marketing Association (2004–Present)

#### Distinctions

- Named in "*Chambers USA, America's Leading Lawyers for Business*," in National Advertising, (2008 and 2010 editions)
- Named in *The Legal 500 US in Media, Technology and Telecoms: Marketing and Advertising*, published by Legalease Limited and John Pritchard (2010 edition)
- Named "New York Super Lawyer" in First Amendment/Media/Advertising, Entertainment and Sports and Intellectual Property by *Law & Politics* (2007-2009)
- Named "New Star" by *Lawdragon 500* (2006)



KENNETH R. FLORIN  
PARTNER

### **Education**

Columbia University School of Law, J.D., 1992  
Harlan Fiske Stone Scholar  
University of Michigan, B.A., 1988

### **Bar Admissions**

New York, 1993  
Connecticut, 1992



**BRIAN R. SOCOLOW**  
**Partner and Office Administrative Partner, New York Office**

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Brian Socolow's practice includes the representation of individuals and organizations in the sports industry in a wide range of legal matters, including intellectual property issues, sponsorships and endorsements, contract negotiations, purchase and sale of assets and other transactional matters, risk management and litigation. Mr. Socolow represents players, teams, leagues, promoters, equipment manufacturers and others involved in the industry.

In addition to his sports practice, Mr. Socolow has extensive experience in litigating intellectual property, entertainment and complex commercial disputes in state and federal courts throughout the country. He also acts as outside general counsel to a variety of businesses.

Mr. Socolow is a frequent lecturer and contributor to publications on topics ranging from intellectual property to sports marketing. He has also given numerous television and radio interviews on a variety of sports law issues.

#### **Practice Areas**

- Sports
- IP and Entertainment Litigation
- White Collar Criminal Defense, Corporate Compliance and Investigations

#### **Representative Experience**

- Representing Burton Snowboards in an internet distribution and marketing agreement for its global snowboarding series
- Representing USA Sevens LLC in organizing the Collegiate Championship Invitational sevens rugby tournament
- Representing Fútbol Club de Barcelona in a contract dispute with a television distributor
- Representing the Acura Classic women's tennis tournament in its sale to the Women's Tennis Association
- Representing a sports marketing company in creating an affinity marketing program
- Representing a secondary ticketing agency in negotiations with an NFL franchise



- Representing golf equipment manufacturer Heavy Putter in negotiating a distribution agreement
- Representing the seller of an interest in a minor league soccer franchise
- Negotiating a favorable settlement for a premier women's tennis tournament in a dispute over Americans with Disabilities Act issues
- Representing a major talent agency as a codefendant in a breach of contract action brought against an Olympic figure skater

### Publications/Speeches

- Author, Mobile Marketing - Legal Do's & Don'ts, group Y (April 8, 2010)
- Author, Marketing to Kids: A Time for Playing by the Rules, group Y (February 2010)
- Author, Ambush Marketing, group Y (January 2010)
- Author, Social Networking Sites: How to Avoid the Legal "Gotchas", group Y (December 2009)
- Author, Your Name and Image Are As Important As Your Talent, group Y (November 2009)
- Co-author, Properly Drafted Right of First Refusal Helps Sponsors Keep Stars, Sports Business Journal, Volume 12 Issue 2 (May 2009)
- Author, Risk Management and Action Sports Events: Old Rules Apply to New Sports, Sports Litigation Alert, Vol. 5, No. 22 (December 2008)
- Author, What Every Player Should Know About Morals Clauses, Moves Magazine, Vol. 4, No. 2 (August 2008)
- Author, Sports Law and Entertainment Law - Two Overlapping Practices, The Metropolitan Corporate Counsel (February 2008)
- Author, Protecting Fans at Sporting Events - Just how far must you go to keep attendees safe?, Facility Manager (January 2008)
- Speaker, ACI Focus: Intellectual Property in Advertising & Marketing, New York, New York (October 24, 2007)
- Author, Protecting Your Brand - You!, OverTime Magazine (May/June 2007)
- Speaker, Sports Law Leadership Summit, New York, New York (September 27-28, 2006)



- Author, Sports Video Content in the Mobile Age, *Privacy & Data Security Law Journal* (September 2006)
- Author, Ringing Endorsements, *OverTime Magazine* (Summer 2005)
- Author, When Sports & Antitrust Laws Collide, *OverTime Magazine* (Fall 2004)
- Author, Reading Between the Lines, *Sport Business International Magazine* (February 2004)
- Author, When Gamblers Sue Casinos, *International Gaming & Wagering Business* (May 2003)
- Author, Courtrooms Make a Bumpy Playing Field, *Sports Business Journal* (June 2002)
- Author, Play Ball! Sports, New Media Go to Court, *New York Law Journal* (July 2001)
- Author, The Litigation Trustee: A Major New Tool for Creditors' Committees, *American Bankruptcy Institute Journal* (March 2001)
- Author, Recent Decisions Shed Light on Digital Millennium Copyright Act, *Corporate Counsel* (July 2000)
- Author, Digital Millennium Copyright Interpreted, *New York Law Journal* (July 2000)

#### Media Mentions

- Protecting Athlete Endorsements Interview on *Fox Business*
- Insuring Endorsements Against Athletes' Scandals By Ken Belson and Richard Sandomir, *The New York Times*
- The Scott Ferrall Show Interview on *Sirius Radio*
- The Strategy Room Interview on *FOX News Channel's Sports Hour*
- Will Citigroup Bail on the Mets? Interviewed by Mike Ozanian, *Forbes.com*
- 'Rocket' Rep-Air By Brian Costello, *New York Post*
- Friendly Fire By Brian Costello, *New York Post*
- Sports Law and Entertainment Law - Two Overlapping Practices *The Metropolitan Corporate Counsel*
- DC Not Buying Roger's Rigmarole By Brian Costello, *New York Post*
- Expert: Lawsuit by Rog Unlikely By Brian Costello, *New York Post*
- Mitchell Report Raises Fresh Questions By Larry Fine, *Reuters*



BRIAN R. SOCOLOW  
PARTNER

- Opinion Divided on Mitchell Report's Impact in Bonds' Trial By Lance Williams, *San Francisco Chronicle*
- Mitchell Report Built on a Shaky Legal Foundation By A.J. Perez, *USA Today*
- Instant View: Baseball Mitchell Report Names Game's Greats *Reuters*
- Naming Names Interview, *NBC News 4 New York*
- O.J. Simpson Faces Criminal Charges *SportsNet NY*
- Team Giambi Keeping Low-Profile By Brian Costello, *New York Post*
- Automakers Challenging States' Emission Laws By Marc Lifsher and John O'Dell, *Los Angeles Times*
- Bonds Breakdown By Brian Costello, *New York Post*
- Call Waiting By Brian Costello, *New York Post*

#### Affiliations

- Member, Sports Lawyers Association
- Former President, Chappaqua Public Library

#### Distinctions

- Named "New York Super Lawyer" in Entertainment & Sports and Business Litigation by *Law & Politics* (2009 edition)

#### Education

University of Virginia School of Law, J.D., 1990  
Yale University, B.A., 1986, *magna cum laude*

#### Bar Admissions

New York, 1991  
Florida, 1991  
Connecticut, 1990

#### Court Admissions

U.S. District Court for the Southern District of New York  
U.S. District Court for the Eastern District of New York  
U.S. District Court for the Northern District of New York  
U.S. District Court for the District of Connecticut  
U.S. District Court for the Southern District of Florida  
New York State Courts

#### Clerkships

Law Clerk, Honorable Lucille Polk Buell, New York State Supreme Court





**JAMES D. TAYLOR**  
**Partner and Co-Chair, Advanced Media and Technology**  
**Department; Chair, Advertising and Promotions Law**  
**Practice Group**

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James Taylor's principal practice areas include advertising, promotions and privacy for advertisers, advertising and promotion agencies, and entertainment, media, Internet and mobile clients. Mr. Taylor counsels clients on their integrated marketing initiatives, agency services agreements, sponsorships and brand integration agreements, vendor and strategic partnership contracts, talent and music agreements, guild issues, social media initiatives, privacy issues including behavioral targeted marketing and data protection policies, software and technology licenses, intellectual property counseling, copy review, sweepstakes and other promotional offers. Mr. Taylor is on the Editorial Board of the [Advanced Media and Technology Law Blog](#).

#### **Practice Areas**

- Advanced Media and Technology
- Advertising and Promotions
- Branded Entertainment
- Entertainment and Media
- Emerging Media
- Privacy, Security and Data Optimization
- Marketing and Advertising Regulatory
- Technology and Outsourcing

#### **Prior Experience**

Before and while studying law, Mr. Taylor worked in the commercial production and advertising industries.

#### **Publications/Speeches**

- Co-Author, Mobile Marketing: What Companies Need to Know, Practical Law The Journal (July/ August 2010)



JAMES D. TAYLOR  
PARTNER

- Co-chair and panelist, ACI 4th National Advanced Forum on Financial Services Marketing Compliance, New York, New York (May 26-27, 2010)
- Speaker, PMA Marketing Law Conference 2009, Chicago, Illinois (November 5-6, 2009)
- Presenter, Loeb & Loeb LLP Presents an Advanced Media and Technology Group Webinar: Social Media and Networking (October 14, 2009)
- Moderator, PMA Marketing Law Conference 2008, Chicago, Illinois (November 20-21, 2008)
- Speaker, The Digital Symposium, New York, New York (September 25, 2008)
- Speaker, Loeb & Loeb LLP Presents an Advertising & Promotions Group Webinar: CAN-SPAM Update and Review (July 23, 2008)
- Panelist, The Mobile Breakfast: The New Frontier - Mobile Marketing, Advertising & Content, New York, New York (June 25, 2008)
- Speaker, Loeb & Loeb LLP Presents an Advertising & Promotions Group Webinar: Green Marketing Claims (June 5, 2008)
- Speaker, ANA 2008 Advertising Law and Business Affairs Conference, New York, New York (February 12-13, 2008)
- Speaker, 20th National Advanced Corporate Counsel Forum on Advertising Law, New York, New York (December 11-12, 2007)
- Speaker, PMA Marketing Law Conference 2007, Chicago, Illinois (November 15-16, 2007)
- Speaker, Loeb & Loeb LLP Presents an Advertising & Promotions Group Webinar: Advertiser Sponsored Social Networks (November 2, 2007)
- Speaker, Practice Group Leadership Forum, Chicago, Illinois (May 23-24, 2007)
- Speaker, Madison Ave Meets Music Row, Nashville, Tennessee (October 10, 2006)
- Speaker, 17th National Advanced Corporate Counsel Forum on Advertising Law, Chicago, Illinois (June 21-22, 2006)
- Speaker, Structuring and Negotiating Win/Win Brand Integration Deals, Beverly Hills, California (January 30-31, 2006)



JAMES D. TAYLOR  
PARTNER

- Moderator, Brave New World: Representing Entertainment Clients in an Evolving and Regulated Environment, Los Angeles, California (January 26, 2006)
- Speaker, 16th National Advanced Corporate Counsel Forum on Advertising Law, New York, New York (December 12-14, 2005)
- Speaker, HyperChange: Maintaining Balance in the Rapidly Changing World of Marketing, Chicago, Illinois (December 1-2, 2005)
- Speaker, ABA Forum on the Entertainment and Sports Industries, New York, New York (October 7, 2005)
- Speaker, PMA Law Conference (2002)
- Co-chair, PMA Law Conference (2001)

#### Media Mentions

- Comcast Enters HD Quality Dispute By James Hibberd, *TVWeek.com*
- The Attorney Who Works Out the Legal Details of Product Placement By Marc Graser, *Ad Age's Madison+Vine*™
- Catching the Wave: The 6 Busiest Practice Areas *California Lawyer*

#### Affiliations

- Member, Government and Legal Affairs Committee, Promotion Marketing Association

#### Distinctions

- Named in *The Legal 500 US* in Media, Technology and Telecoms: Marketing and Advertising, published by Legalease Limited and John Pritchard (2008 and 2010 editions)
- Named in "*Chambers USA*, America's Leading Lawyers for Business," in National Advertising, (2006-2010 editions)
- Named "New York Super Lawyer" in First Amendment/Media/Advertising, Entertainment & Sports and Intellectual Property by *Law & Politics* (2006-2009)

#### Education

Brooklyn Law School, J.D., 1987

University of Illinois at Urbana-Champaign, B.S., 1979, *magna cum laude*

#### Bar Admissions

New York, 1988