

Brooks Pierce to Host Association of Corporate Counsel Event

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Brooks Pierce will host an event for the members of the Association of Corporate Counsel (ACC) on Wednesday, September 24 from 11:30 a.m. - 1:30 p.m. at the firm's Greensboro office.

The keynote speakers, Brooks Pierce Partners Charles Marshall and David Sar, will highlight potential legal pitfalls that companies may face when conducting digital media or marketing operations. Marshall and Sar will discuss numerous topics related to digital content and copyright issues, including new rules on sending text messages to consumers, data and consumer privacy, the Federal Trade Commission's (FTC) new digital advertising guidance, and trademark law.

Marshall, a partner in the firm's Raleigh office, helps businesses, digital media companies and trade associations avoid and solve complex legal problems, and has become increasingly active in advising companies in their digital and social marketing and media operations. Previously, he worked as a U.S. Department of Justice attorney and a Capitol Hill policy advisor. Sar, a partner in the firm's Greensboro office, represents clients in commercial matters pertaining to technology and intellectual property.

ACC is a global bar association that promotes the common professional and business interests of in-house counsel through information, education, networking opportunities and advocacy initiatives. ACC has more than 35,000 members employed by more than 10,000 organizations worldwide.