

**Changes in Media Lead to New Department at Law Firm Expertise:
Existing clients can now use firm for marketing and advertising issues.**

By JO-ANN CAROL CUBELLO, Contributing Reporter
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Encino-based law firm Michelman & Robinson LLP has created a department to help clients navigate the fast-changing world of advertising, marketing and media.

“Advertising lawyers have been around for decades, but often thought of as very New York based. Our firm is uniquely situated because we are already involved with what is occurring now and in the future of the media industries. Namely, that advertisers are required to embrace new technologies and trends like mobile advertising, iPads, social media, etc,” said Ronald Camhi, chair of the firm’s advertising, marketing and media division.

This new department is designed to harness the expertise of the firm’s intellectual property lawyers, litigators, employment and regulatory attorneys who have an awareness of the advertising and media landscape.

“In particular, this allows us to respond to the cutting-edge issues facing the industry that includes on-line privacy concerns, controlling advertisers brands in the age of social media and all of the user-generated content we all see online every day,” he said.

Since clients use the firm for other business issues, the new division will allow them one-stop shopping to also use their services for media issues.

Participating in an advertising conference in Austin last week, Camhi said he believes that if advertisers and their agencies (and their lawyers) do not embrace the changes in media they will be left behind for sure.

“Digital and other media are moving at rapid-fire speed, Camhi said. “We are expanding to respond and address those issues.”

Although some law firms may follow their lead, he feels Michelman & Robinson will be ahead of them because of the firm’s California and East Coast presence. Michael E. Kassan, Chairman and CEO of Media Link LLC, said Michelman attorneys are talented and energetic.

“They have considerable expertise across diverse media platforms, creating a one-stop firm. We rely on them frequently to advise us on legal issues because they truly know our industry and are at the forefront of the changes affecting the media and advertising space,” Kassan said.