



Adam Z. Solomon

Of Counsel

Advertising & Digital Media, Internet, Software & Technology, Retail & Apparel

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Profile

Adam Z. Solomon is Of Counsel in M&R's New York office, where he represents clients in all aspects of advertising, digital marketing, promotions and compliance. Adam advises digital agencies and advertisers regarding transactions for online and interactive advertising, programmatic media buying, mobile marketing, affiliate marketing, lead generation, data collection and usage, and behavioral advertising. He also counsels clients on social media and emerging products and technologies. Adam has substantial experience in negotiating and drafting complex online marketing, Internet and licensing agreements. He works closely with his clients on how to minimize the legal risks associated with online advertising and marketing.

He frequently counsels marketers and agencies on the structuring of sweepstakes, games and contests. Adam routinely drafts official rules, reviews and advises on advertising copy, handles

applicable state registrations and drafts winner affidavits and participant releases. He has extensive experience in the area of international promotions.

Adam reviews advertising and promotional materials to help ensure compliance with substantiation requirements. Additionally, he carefully evaluates marketing campaigns and sales practices to ensure compliance with relevant state and federal law. He advises clients on developments in consumer protection laws and guidelines, and performs compliance reviews for companies involved in social media marketing, negative option marketing, telemarketing, direct mail solicitations, testimonials and endorsements, email marketing, and other marketing strategies.

Adam regularly represents marketers in connection with federal and state regulatory inquiries, investigations, and actions. He both initiates, and defends, challenges to advertising claims before the Better Business Bureau's National Advertising Division (NAD). He also handles consumer and business litigation involving false and deceptive advertising issues, unfair competition, and intellectual property.

Chambers hailed him as *"a 'terrific...lawyer' who advises on all areas of advertising, marketing, promotions, and compliance law,"* and also noted his *"deep knowledge and understanding of all issues involved with advertising, including direct marketing, promotions marketing, sweepstakes, and contest law."*

Associated Industries

Advertising & Digital Media, Internet, Software & Technology, Retail & Apparel

Associated Practices

Corporate & Securities

Representative Matters

Application: Represented App developer in drafting Terms of Use and Privacy Policy, and compliance with developer terms., Contest, Sweepstakes and Promotions: Represented many leading advertising, promotion and digital agencies in all aspects of contest, sweepstakes and promotions. Developed structure for promotions, draft rules and facilitates registration and bonding. Works on approximately 100 unique promotions annually., Digital Media Holding Company: Represented leading digital media company in contract negotiation, business development and disputes with third parties., Ecommerce: Represented online marketer to ensure proper disclosures were provided and billing consent was obtained., Email Marketing: Represented online newsletter in creating email marketing compliance program., FTC Defense Regarding Telemarketing Violations: Represented telemarketing service provider accused of making millions of deceptive calls to consumers., FTC Defense Regarding Unauthorized Billing: Represented corporate and individual defendants in Operation Tele-PHONEY alleging deceptive telemarketing and unauthorized billing., FTC Defense Regarding Unsubstantiated Claims: Represented marketer whose weight loss claims were challenged by the FTC as false and unsubstantiated., International Promotion Compliance: Coordinated with an extensive network of foreign attorneys to ensure promotions comply with local laws and regulations. Worked on a contest for

an internationally recognized singer that involved coordinating legal counsel in 12 international markets., Marketing Practices: Represented Fortune 100 company to ensure marketing and business practices for its retail stores comply with federal and state laws., Privacy: Advised marketer regarding data collection and sharing policies as well as draft privacy policy., Programmatic Marketer: Represented programmatic marketing place that connected buyer and sellers and digital media., Social Media: Represented numerous companies in structuring multi-platform social media campaigns to promote their products. As part of these projects, drafted social media policies and advised on how to comply with relevant FTC regulations., Sponsorship Agreement: Represented global fashion company in sponsorship agreement with major financial institution., State Attorney General Defense: Represented marketers in response to investigations and actions brought by Attorneys General. Specifically defended an Internet service provider, in connection with “Operation Clean Turf” which was a high-profile investigation brought by the New York Attorney General., and TCPA Compliance: Provided advice to advertiser on how to obtain consent to comply with TCPA’s requirement.

Bar & Court Admissions

- State Bar of New York
- U.S. District Court for the Eastern, Central and Southern Districts of New York

Industry Associations Industries

- Digital Placed-Based Advertising Association
- Promotion Marketing Association, Legal Affairs Committee

Professional Affiliations

- American Bar Association, Consumer Protection Committee
- American Bar Association, Vice Chair of Committee on Promotion & Marketing Law
- New York State Bar Association

Education

- DePaul University College of Law, J.D.
- The Ohio State University, B.S.

Award & Special Recognition

- Notable Practitioner, *Chambers USA* (Advertising: Transactional & Regulatory)
- Recommended by *The Legal 500* along with M&R’s Advertising & Digital Media Industry Group (2018)
- Best Lawyers of America, *Best Lawyers* (2018-2020)
- Rising Star, *New York Super Lawyers* (2013-2015)
- Super Lawyer, *New York-Metro Super Lawyers* (2019-2022)

Newsroom

Media Mentions - 04/16/2018 10:00am
WTF is the Consent Act?

Media Mentions - 09/14/2017 10:00am
What the FTC's latest endorsement disclosure actions mean for marketers

Media Mentions - 04/21/2017 10:00am
FTC warns influencers and brands to make sponsorships clear

Media Mentions - 03/15/2017 10:00am
Will There Be More Settlements with the FTC on Native Ads?