



Ronald R. Camhi

Partner

Advertising & Digital Media

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Profile

Ronald Camhi is a Partner in M&R's Los Angeles office and Chair of the firm's dynamic Advertising & Digital Media Industry Group. He represents some of the nation's largest marketers, advertising and media buying agencies, digital media companies, and advertising and media consultancy businesses. In that capacity, Ron advises these and other industry clients in virtually every aspect of their operations.

Whether drafting and negotiating agreements between advertisers, agencies, and search and analytics companies, navigating complex merger and acquisition deals, safeguarding clients' intellectual property rights, advocating before regulatory boards, or overseeing civil litigation, Ron's counsel is highly sought after. So is his guidance on mobile marketing, false advertising claims, advertising substantiation, trade secret misappropriation and online privacy issues (including those related to the

European Union's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act).

In addition to his advertising and digital media expertise, Ron is also a renowned real estate transactional attorney, who routinely helps business and real estate clients through all stages of multi-million dollar sales and acquisition transactions, financing deals, and commercial leasing matters. Many have availed themselves of his particular sub-specialty in mezzanine financing, loan workouts, and complex equity and debt investment structures.

Ron is a member of the firm's Executive and Recruiting Committees.

Past Experience

Ron proudly worked for U.S. Senator Howard M. Metzenbaum in Washington, D.C., and assisted on numerous matters for the Senate Judiciary and Labor Committees, including judicial confirmation hearings and the McCarran Ferguson Act.

Associated Industries

Advertising & Digital Media

Associated Practices

Corporate, M&A, Securities & Real Estate

Representative Matters

Acquisitions and Sales: Counseled a large strategic advisory media firm in its \$207 million sale to an international business-to-business media company., Agency Liability: Successfully defended a worldwide media buying agency in a precedent-setting matter related to "sequential liability," by which agencies are only liable for payment to third parties once they receive prior payment from advertisers., Digital Media: Counseled well-known multi-channel network in regards to its agreements with endorsers and the implication of endorsement guidelines put forth by the Federal Trade Commission (FTC)., Direct Response Marketing: Negotiated all aspects of an agreement on behalf of a direct response marketing agency – including talks with talent, marketer and media outlets – in connection with one of the longest running and highest grossing long-form infomercials., Financing, Production and Distribution Agreements: Secured rights to film projects for producers and production companies and provided counsel relative to requisite financing, production, and distribution agreements., Games, Contests and Sweepstakes: Counseled promotions company on the legal framework of an international sweepstakes, including its online component and issues of activity that potentially were "inherently dangerous.", International Media Service Agreements: Worked as local counsel for international law firms, negotiated and drafted global media service agreements for multinational mass media corporation., Illegal Lottery: Negotiated with state attorney general to resolve "illegal lottery" claim., License Agreements: Devised structure and created nationwide licensing agreements between building owners, media companies, and advertisers relative to first-ever, large format super-graphics, which wrapped entire sides of buildings, including sites in Los Angeles and NYC, and required the

quelling of political and public outcry., Licensing and Business Contracts: Negotiated licensing and business contracts for a popular graphic novel artist whose work is streamed online and is presented in groundbreaking 3-D technology., Loan Restructurings and Foreclosures: Represented lenders and borrowers in loan restructurings, foreclosures, and deed-in-lieu transactions., Media Service Agreements: Drafted comprehensive media service agreements incorporating industry policy as determined by the American Association of Advertising Agencies (AAAA) and Interactive Advertising Bureau (IAB), which contracts are frequently used as templates in the industry., Mobile Marketing: Advised on intellectual property and media issues surrounding initial viewer “opt-in requirements” related to audience participation through Short Message Service (SMS) and other mobile marketing techniques., Mobile Phone Music and Video Sponsorship: Represented globally recognized music photographer and production company in mobile phone music and video sponsorship integration concept., Privacy: Advised marketer regarding HIPAA and “opt-in” requirements related to online commerce and associated marketing campaign., Product Integration Agreement: Drafted successful product integration agreement between a Detroit automaker, a mobile phone company, and a multi-channel network for branded content-related programs., Sale Leasebacks and Option Agreements: Represented multiple clients in sale/leaseback transactions, including the creation of option agreements., Sponsorship Agreements: Negotiated sponsorship agreements for national advertisers in airports, theme parks, and event venues, including large scale deals for the New York Marathon and other high profile entertainment projects., Substantiation Claims: Successfully represented a direct marketing agency in connection with false and unsubstantiated health claims in the dietary supplement market. Resolved claims brought by the FTC and NAD, completely exonerating client., and Traditional Media: Represented direct response marketing agency in casting of spokesperson in highly rated, long-form infomercial in the fitness industry. Negotiation included issues of profit participation, benefits, and complex remuneration arrangements.

Bar & Court Admissions

- State Bar of California
- U.S. Supreme Court
- U.S. Court of Appeals for the Ninth Circuit
- U.S. District Court for the Eastern, Central, Southern and Northern Districts of California

Industry Associations Industries

- Digital Place-Based Advertising Association (Privacy Committee, Co-Chair)

Professional Affiliations

- Los Angeles Bar Association
- San Fernando Valley Bar Association

Community Involvement

- I Have a Dream Foundation, Los Angeles (Board Chair)
- Guardians of the Jewish Home for the Aging

Education

- Southwestern University School of Law, J.D.
- University of California, Los Angeles, B.A.

Award & Special Recognition

- Best Lawyers in America, *Best Lawyers* (2024)
- Leaders in Law Nominee, *Los Angeles Business Journal* (2019-2021)
- Southern California Super Lawyer, *Super Lawyers Magazine* (2004-2008 and 2014-2025)
- Recommended by *The Legal 500* along with M&R's Advertising & Digital Media Industry Group (2018)
- Marqis' "Who's Who in Jurisprudence"
- Most Trusted Advisor, *San Fernando Valley Business Journal* (2014)
- Most Influential Lawyers in Digital Media & e-Commerce Law, *Los Angeles Business Journal* (2014)

Newsroom

Publications - 10/31/2022 10:00am

With Economic Headwinds Blowing, the Time Is Now for Legal Housekeeping

Headlines - 11/22/2021 10:00am

Sanford Michelman Named Litigation Attorney of the Year

Media Mentions - 03/23/2020 12:00am

'Everyone is hitting the pause button': With sports on hold, advertisers grapple with whether coronavirus is a force majeure event

Media Mentions - 11/06/2019 10:00am

Michael Nyman's Acceleration Company Reveals Acquisition of Two Firms

Headlines - 10/14/2019 12:00am

3 M&R Attorneys Nominated for the 2019 Los Angeles Business Journal's Leaders in Law Awards

Media Mentions - 06/05/2019 12:00am

Deep and Wide

Headlines - 05/29/2019 12:00am

The Legal 500 Recognizes M&R for the Fifth Consecutive Year

Headlines - 10/08/2018 12:00am

3 M&R Attorneys Nominated for the 2018 Los Angeles Business Journal's Leaders in Law Awards

Publications - 10/01/2018 10:00am

What Is the California Consumer Privacy Act?

Media Mentions - 07/09/2018 10:00am

Why California's new consumer privacy law won't be GDPR 2.0

Media Mentions - 05/30/2018 10:00am

WTF is the California Consumer Privacy Act?

Headlines - 05/30/2018 12:00am

Michelman & Robinson, LLP Ranked by The Legal 500

Media Mentions - 11/09/2017 10:00am

The Video Everywhere Summit in 5 Quotes

Media Mentions - 08/07/2017 10:00am

Here's What You Need to Know About Voice AI, the Next Frontier of Brand Marketing

Media Mentions - 03/31/2017 10:00am

3 Things To Watch After FCC's Privacy Rules Get The Ax