

WILSON SONSINI

Consumer Products and Services



HIGHLIGHTS

- **Advising B2C Companies Across Several Core Industries**
Wilson Sonsini represents leading B2C brands--including top-selling consumer products and services-- from transportation and healthcare companies to energy providers and technology manufacturers.
- **Product, Promotion, Placement, and Pricing Expertise**
Wilson Sonsini works with B2C clients engaged in various consumer product operations, from advertising and promotions, to manufacturing and marketing.

OVERVIEW

Wilson Sonsini has long represented leading B2C brands, including some of the top-selling consumer products and services in the world. From digital media publishers and e-tailers to food and beverage companies and mobile device manufacturers, the firm's sophisticated transactional, litigation, and regulatory practices assist clients across all areas of operation.

On the transactional side, our attorneys advise clients on issues related to advertising and promotions; distribution and sales; e-commerce and payment systems; intellectual property, privacy, and data protection; real estate; technology procurement; and other strategic matters.

As to litigation, our attorneys have successfully represented consumer and retail clients in a wide range of disputes, including those that fall into the above areas, as well as complex antitrust, commercial, consumer class action, IP/patent, and securities litigation. We also have defended clients in consumer actions brought by the Federal Trade Commission and state attorneys general, and have appeared on behalf of clients before the Better Business Bureau's National Advertising Division.

With respect to regulatory matters, our attorneys have substantial experience advising clients on federal and state statutes governing accessibility, competition, consumer fraud, data security, Internet content, and privacy. In addition to the regulatory legal counsel provided by the attorneys in our Brussels and China offices, we collaborate with a powerful network of attorneys around the world to ensure that clients remain in compliance with international laws, including relevant consumer protection and advertising safeguards in the European Union and Asia.

Industry Sector Experience

Wilson Sonsini's attorneys have experience working with clients in numerous sectors that fall under the consumer products and services industry umbrella. The firm is a recognized leader in several areas, including:

- Computer hardware
- Digital media entertainment
- E-Commerce
- Financial services
- Food and beverage
- Social media
- Software
- Video games
- Wearable devices
- Wireless communications

- Mobile devices

Highly Skilled and Experienced Attorneys

Wilson Sonsini's skilled practitioners are subject-matter experts in highly relevant areas. For example, our privacy and data protection team includes the former director of the FTC's Bureau of Consumer Protection and a former attorney in the Bureau of Consumer Protection's Division of Privacy and Identity Protection and Division of Marketing Practices. These individuals gained first-hand experience investigating and prosecuting deceptive and unfair practices related to data security, consumer privacy, the Fair Credit Reporting Act, credit card payment processing, and marketing practices. Our antitrust team includes a former FTC Director of the Bureau of Competition, and a number of other attorneys have previously held significant roles in U.S. Attorneys' Offices, the SEC, the DOJ, the NSD, and other prosecutor or regulatory enforcement posts. The collective expertise our attorneys developed in the course of holding these prior roles translates into experience we apply to meet the needs of our consumer products and services clients.

Expertise Related to Product and Service Promotion, Placement, and Pricing

A significant percentage of work the firm's attorneys have done for consumer and retail clients is aligned with how B2C companies promote, place, and price their products and services. For example:

- **Promotion:** We advise on matters related to advertising, content, co-branding arrangements, copyrights, email campaigns, marketing agreements, labeling, packaging, and trademarks/trade dress.
- **Placement:** We advise on brand protection, digital and e-commerce operations, product distribution, real estate, storage, terms of service agreements, and wholesale/supplier arrangements.
- **Pricing:** We advise on matters related to antitrust/competition; consumer fraud, data security, and privacy; and e-commerce/online payment systems.

In addition to our work on behalf of consumer products and services clients, we represent venture capital firms, financial institutions, and investors focused on consumer and retail sectors.