

## **Advertising Law**

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The advertising has been substantially changed in recent years, both by new European and French legislation and by new practices or by the development of new media (Internet, social networks) and new players (influencers).

Thanks to its strong presence in litigation involving major advertisers, the firm has contributed to case law in the field of comparative advertising, misleading and deceptive advertising.

JP Karsenty is also regularly involved in the validation of its clients' advertising or labeling projects, ensuring their compliance with specific regulations and European and national case law.

The firm also acts in tarnishing actions and takes part, for its clients, in the drafting and negotiation of contracts with advertising agencies.

The firm also assists its clients in the implementation of games, contests, and promotional operations.

Also, the firm has developed a specific expertise in the wine sector with the application of the French "Evin" Regulation.