

## Advertising and Copy Clearance

Advertising — a significant investment. Financial and reputational.

Maximize impact; minimize risk. Avoid delays, challenges, disputes.

The lawyers at Hogan Lovells work across borders. We cover rules and rights, traditional and digital. We work in complex, highly regulated areas like food, pharmaceuticals, cosmetics, and financial services. We understand the attitudes of the regulators and the courts. We know data.

Devising campaigns — the mechanics. Implementation — the key contracts. Clearance — the copy.

Moving fast. Practical, can-do, commercial input.

### Latest thinking and events

#### Analysis

Opportunities and Challenges in Product Labeling and Packaging in Europe: Total Brand Care

#### Hogan Lovells Publications

#Trending: The FTC has stepped up regulatory investigations on social media. Is your company in compliance?

### Contacts

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### Practices

Marketing and Advertising  
Copyright

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