

Do You Have an Advertising-Related Legal Question?

—Counsel at Select Law Firms Specializing in Marketing Communications Available to AAAA Members—

The AAAA legal consultation program is now in its eighth year. The feedback from the participating law firms and the AAAA members who have utilized this service has been excellent.

We would like to take this opportunity to remind AAAA members of this value-added program and to provide an updated list of participating law firms (see next page).

Within the parameters of the program, members may call upon some of the country's leading advertising and marketing communications law firms for answers to advertising-related questions, at no cost. You may contact any of the attorneys on the attached list when you have an industry-related question. All of the firms are highly regarded in the advertising field and have established, long-term relationships with the AAAA and its members.

The questions must be specific, straight-forward and require no research by the attorney or the firm (e.g., "Can we use another advertiser's trademark in our client's advertising?" "How can I use currency in advertising?" "Can I use movie stills in advertising for video rental stores?"). Please be aware that in some cases the attorney you contact will determine that the question will require research and/or a more lengthy and detailed analysis beyond the parameters of the AAAA program. In such cases, the attorney will advise you of same and you are then free to make arrangements with them for a fee-based service if you so choose.

Because these are legal questions, we recommend that you limit the number of staff at your company who use this service to those who deal with your company's own legal counsel. Please take special note that the advice provided by these attorneys is not meant to replace the advice provided by your current legal counsel or intended as an alternative to any current agency-attorney arrangement you may already have.

The AAAA appreciates your feedback on this valuable addition to the benefits of your membership. Please direct your comments, questions and suggestions to Kathleen Quinn, (212) 850-0765, kathleen@aaaa.org.

Kathleen Quinn
Vice President
Director Production Services



PLEASE NOTE: The AAAA maintains this list of recognized consultants and/or suppliers to the agency industry as a service to its members. A listing here should not be construed as an AAAA endorsement or approval.

Astrachan Gunst & Thomas, PC

217 East Redwood Street
Baltimore, MD 21202
Phone: 410-783-3550

Main Contact: Mr. James Astrachan
Additional Contact: Ms. Donna Thomas

Law Office of Laurence B. Beckler

575 Madison Avenue Suite 1006
New York, NY 10022
Phone: 917-596-1917

Main Contact: Mr. Larry Beckler

Law Offices of Barbara Meister Cummins

1160 Fifth Avenue #607
New York, NY 10029
Phone: 212-289-7095

Main Contact: Ms. Barbara Meister Cummins

Davis & Gilbert

1740 Broadway
New York, NY 10019
Phone: 212-468-4800

Main Contact: Mr. Howard Weingrad
Additional Contact: Mr. Gerry Schwartz

Davis Wright Tremaine

1633 Broadway
27th Floor
New York City, NY 10019-6708
Phone: (212)489-8230

Main Contact: Mr. Len Orkin
Additional Contact: Ms. Nancy Felsten

Frankfurt Kurnit Klein & Selz

488 Madison Avenue
New York, NY 10022
Phone: 212-980-0120

Main Contact: Mr. Rick Kurnit
Additional Contacts: Ms. Candice Kersh
Mr. Brian Murphy
Mr. Jeff Greenbaum

Heller Ehrman White & McAuliffe

333 Bush Street
San Francisco, CA 94104
Phone: 415-772-6000

Main Contact: Ms. Beth Goldman

Jeffers & Ireland

55 Walls Drive
Fairfield, CT 06824
Phone: 203-259-7900

Main Contact: Ms. Karen Jeffers
Additional Contact: Ms. Pamela Ireland

Loeb & Loeb

345 Park Avenue
New York, NY 10154
Phone: 212-407-4000

Main Contact: Mr. Jim Taylor
Additional Contact: Ms. Terri Seligman

Manatt, Phelps & Phillips, LLP

7 Times Square
New York, NY 10036
Phone: 212-790-4533

Main Contact: Mr. Jeffrey Edelstein

Mandell Menkes

333 West Wacker Drive
Suite 300
Chicago, IL 60606
Phone: 312-251-1000

Main Contact: Mr. Steven P. Mandell
Additional Contact: Mr. Steven L. Baron

metlawgroup

5959 W. Century Blvd. Suite 950
Los Angeles, CA 90045
Phone: 310-670-4656

Main Contact: Mr. David Michail

Reed Smith LLP

599 Lexington Avenue
New York, NY 10022
Phone: 212-549-3077

Main Contact: Mr. Douglas Wood

Law Offices of William I. Rothbard

1217 Yale Street
Suite 104
Santa Monica, CA 90404
Phone: 310-453-8713

Main Contact: Mr. William Rothbard

Winston & Strawn

35 West Wacker Drive
Chicago, IL 60601
Phone: 312-558-5600

Main Contact: Mr. Steve Durchslag
Additional Contact: Mr. Brian Heidelberg