

News

BCLP EXPANDS CAPABILITIES IN COMMUNICATIONS, DIGITAL AND SPORTS LAW WITH NEW ATTORNEY IN ATLANTA OFFICE

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Global law firm Bryan Cave Leighton Paisner (BCLP) today announced that well-known advertising and social media lawyer Jim Dudukovich has joined the firm as counsel within the Technology & Commercial Practice. Resident in the firm's Atlanta office, he joins from Barnes & Thornburg.

Dudukovich has deep experience working on advertising, marketing, digital, social media, product, regulatory, sponsorship, and transactional matters for a variety of clients, including many global entities, and brings over two decades of in-house experience working with some of the world's most well-known brands. He has a long history of counseling clients on all aspects of advertising, from ideation through production and distribution, as well as both online and offline sweepstakes, contests, giveaways, cause marketing and charitable promotions, and subscription-based business models. A certified information privacy manager (CIPM), Dudukovich is experienced at leading companies through multifaceted branding, communication and digital media strategies and has a long record of accomplishments handling the legal issues associated with the social media marketing space.

Dudukovich also will work within BCLP's Sports & Entertainment Practice, having extensive experience negotiating and drafting sponsorships and other high-profile and complex agreements with A-list celebrities, athletes and artists; influencers; television and film properties; video games; events; venues; and professional, college and amateur sports leagues and teams.

For nearly two decades, Dudukovich was in-house counsel with The Coca-Cola Company, where he provided advice and counsel across every aspect of advertising, marketing and sponsorship for several globally known brands. After leaving Coca-Cola, he served as marketing and product counsel with Blue Apron, and then associate general counsel with Chobani, both in New York.

Dudukovich has co-authored FTC compliance and industry guidelines on social media marketing and native advertising, developed social media policies and training for clients, and is a sought-after speaker at conferences throughout the United States and internationally. He has guest lectured at Emory University Law School, the University of Washington School of Law, the Isenberg School

of Management at UMass Amherst, and Kennesaw State University's Joel A. Katz Music & Entertainment Business Program.

"I'm thrilled to join the team at BCLP," Dudukovich said. "The firm's international scope and new strategic initiative and vision to transform its business and drive growth and client experience make this an exciting opportunity and one that will enable and empower me to leverage my in-house and practical experience to help our clients meet their objectives while protecting their interests."

"Jim's extensive experience across the sports and entertainment industry will be a huge asset to our team and our clients," said Sports & Entertainment Group Co-Leader Ryan Davis. "Our global Sports & Entertainment Practice is a key component of our firm's newly focused growth strategy and we are excited to welcome Jim to the firm."

Dudukovich began his legal career in 1993 at Powell Goldstein in Atlanta, which merged with legacy Bryan Cave in 2009. Dudukovich will be reuniting with of his many former colleagues in BCLP's Atlanta office.

"We could not be more excited to have Jim back," Atlanta office Managing Partner Eric Schroeder said. "Jim joining BCLP is a homecoming of sorts, and at the exact right time for him, BCLP and the Atlanta office. Jim's unique expertise and forward-thinking thought leadership on challenges companies face with consumer-facing issues, as well as regulatory compliance, is increasingly in-demand. He is a perfect match for us, his expertise spans across our robust and growing sports, retail, technology and media practices nationally and in Atlanta, and we think BCLP is a fantastic platform for his burgeoning practice. Our clients will greatly benefit from his broad experience."

Dudukovich's hire follows other recent key hires – Washington Counsel Stephen Starks, an accomplished sports and entertainment lawyer who joined from INDYCAR, LLC; London Data Privacy Partner Geraldine Scali; Los Angeles Partner Jean-Claude "J.C." André, who will co-lead the firm's Appellate & Supreme Court Group; and Real Estate Partner Pierre Popesco and six other lawyers (including three counsel) in BCLP's Paris office, whose arrival makes the firm a major player in the real estate market in France and underpins BCLP's strategy to grow its real estate sector worldwide. These continued efforts to recruit top lateral candidates support BCLP's international growth plans under its new Project Advance strategic plan and growth initiative.

RELATED CAPABILITIES

- Intellectual Property and Technology
- Business & Commercial Disputes
- Sports, Media & Entertainment

MEET THE TEAM



Ryan S. Davis

St. Louis

ryan.davis@bclplaw.com

[+1 314 259 2818](tel:+13142592818)



Eric P. Schroeder

Atlanta

eric.schroeder@bclplaw.com

[+1 404 572 6894](tel:+14045726894)

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