

## **JIM DUDUKOVICH**

**Partner**

**Atlanta**

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## **BIOGRAPHY**

Jim Dudukovich is a widely recognized and respected advertising, marketing, social media, entertainment, music, sports, and transactional attorney who has spent over two decades of his legal career in-house and who counsels clients proactively on cutting-edge issues across the ever-evolving advertising and digital ecosphere. Known for his collaborative and creative approach, whether advising global corporations or early stage startups, Jim has a unique ability to identify and assess risks practically and provide his clients with pragmatic, effective solutions. In addition to full-service legal support across all aspects of ideation, production, and placement of marketing and advertising content, he also has extensive experience advising clients on sweepstakes, contests, giveaways, and other promotions, cause marketing and charitable donation campaigns, loyalty and rewards programs, autorenewal/negative option subscription programs, and interpretation and compliance with the SAG-AFTRA Commercials Contract.

Jim has successfully drafted, negotiated, and managed sponsorship and endorsement agreements with celebrities, athletes, artists, influencers, entertainment properties, venues, and sports teams and leagues at every level. Jim is also a Certified Information Privacy Manager (CIPM) and advises clients on data privacy in the context of digital and social media marketing.

On top of his robust practice, Jim also prides himself on being a thought leader in the advertising and social media sector. In addition to having developed industry guidelines, crafted and implemented best-in-class social media policies for a multitude of clients, and provided trainings on a variety of topics, he has led panels at dozens of industry conferences, both domestic and abroad.

Jim previously served as in-house counsel with household names such as The Coca-Cola Company, Chobani, and Blue Apron. He was dedicated counsel for Ad Age's 2019 *In-House Agency of the Year*, and after returning to private practice in 2019, Jim was named to *The Best Lawyers in America* for Advertising Law in his first year of eligibility and was named Lawyer of the Year for Advertising Law in Atlanta for 2023.

## CIVIC INVOLVEMENT & HONORS

- *The Best Lawyers in America*, "Lawyer of the Year," Advertising Law in Atlanta, 2023
- *The Best Lawyers in America*, Advertising Law, 2021-2024
- Guest Lecturer, Emory University Law School
- Guest Lecturer, University of Washington School of Law
- Guest Lecturer, Isenberg School of Management, UMass Amherst
- Guest Lecturer, Kennesaw State University's Joel A. Katz Music & Entertainment Business Program

## PROFESSIONAL AFFILIATIONS

- Certified Information Privacy Manager (CIPM), International Association of Privacy Professionals (IAPP)
- Former director, Word of Mouth Marketing Association (WOMMA)
- Former co-chair, WOMMA Legal Affairs Committee
- Former member, Association of National Advertisers Legal Affairs Committee
- Former director, Georgia Lawyers for the Arts

## **ADMISSIONS**

- Georgia

## **EDUCATION**

- University of Michigan, J.D., cum laude, 1992
- Case Western Reserve University, B.S., high honors, 1990

## **RELATED PRACTICE AREAS**

- Trademarks: Counseling, Prosecution & Practical Business Services
- Copyrights
- Sports & Entertainment Contract, Endorsement & Celebrity Representation Practice
- Anti-Doping Practice
- Sports & Event Venue Real Estate Infrastructure and Operation
- Naming Rights & Sponsorship Practice
- Sports & Entertainment M&A Practice
- Sports & Entertainment Specialty Counseling Practice
- Entertainment Industry Practice
- Food & Beverage
- Business Speech
- Sports & Event Financing
- Olympic & National Governing Body Practice
- Professional Sports Team Practice
- Food & Agribusiness
- Intellectual Property and Technology
- Retail & Consumer Products
- Sports & Entertainment
- Media & First Amendment
- Litigation & Dispute Resolution
- Regulation, Compliance & Advisory
- Marketing & Advertising

## **EXPERIENCE**

- Former in-house advertising counsel for Chobani; provided wide-ranging support to creative, marketing, media, corporate communications, demand, insights, and data privacy teams; acted as counsel for internal advertising and media agency (*Ad Age 2019 In-House Agency of the Year*) across all aspects of ideation/production/publication
- First advertising/marketing attorney at Blue Apron; provided support to marketing, product, and privacy teams, including establishing frameworks, protocols, and policies for product development, user experience, marketing, online and offline content development and distribution, promotions, entertainment partnerships, agency relationships, affiliate marketing, and claim substantiation
- Provided legal support for countless high-profile marketing partnerships, campaigns, and brand launches while with Coca-Cola, including all motorsports sponsorships, numerous film and television partnerships, and supporting the Coke Zero™ brand (now Coca-Cola® Zero Sugar) from development through becoming a billion-dollar brand (which included masterminding the famous “Coke vs. Coke Zero” hidden camera lawyer commercials)
- Led the global social media legal team at The Coca-Cola Company, including developing and implementing policies, guidelines, and training
- Tapped by the Word of Mouth Marketing Association (WOMMA) as the industry representative at the FTC’s public workshop entitled *In Short: Advertising & Privacy Disclosures in a Digital World*; this event was instrumental in shaping the FTC’s views, practices, and subsequent guidance regarding application of its *Endorsement Guides* in the social and digital space (e.g., in influencer and affiliate marketing)
- Co-authored industry guidelines on transparency for WOMMA and authored training modules which WOMMA produced and made available to membership
- Co-authored white paper on native advertising for WOMMA

## RESOURCES

### SPEAKING ENGAGEMENTS

- Speaker, ABA Forum on Communications, 29th Annual Conference of the Forum on Communications Law - Endorsements and Product Reviews: What's Changed, What's on the Horizon and How it All Impacts Publishers and the Media - August 23, 2023

## RELATED INSIGHTS

News

Nov 10, 2023

## **BCLP names global group to partnership**

Awards

Aug 17, 2023

## **The Best Lawyers in America® 2024**

Insights

Jul 10, 2023

## **The Best Legal Review of the FTC's Regulatory Review of Consumer Reviews**

Blog Post

May 03, 2023

## **"Clean" Marketing Claims Land Cosmetics Companies in Messy Class Action Lawsuits**

Blog Post

Apr 06, 2023

## **What the FTC's Proposed Expansion of its Enforcement Powers over Autorenewal Subscription Programs Means for Your Business**

Awards

Aug 18, 2022

## **The Best Lawyers in America® 2023**

Insights

Jun 08, 2022

## **Updated FTC Endorsement Guides and Dotcom Disclosures Guidance May Bring Clarity in Influencer Marketing**

Events

Mar 07, 2022

## **Jim Dudukovich to Lead Panel at SXSW on 'Brands & Creators'**

Insights

October 12, 2021

## **Attorneys author article over College Athlete Endorsement Law in Law360**