

## ADTECH

### OVERVIEW

Our AdTech experience covers e-commerce, technology, advertising and marketing, content licensing and white label contracts. We also advise on eBooks platforms, publishers on digital inventories advice for publishers, media buying and planning arrangements and product launches.

Immersed in the industry, we also advise on a range of corporate finance transactions in the advertising and marketing technology, digital media, IT services and security software, and marketing sectors (marketing including content, digital, search, social, data, analytics and mobile).

### RELATED INSIGHTS

Insights

Oct 07, 2024

**Understanding consumer law when conducting influencer marketing campaigns in the EU and UK**

Awards

Aug 19, 2021

**The Best Lawyers in America© 2022**