

# Advertising, Marketing and Media



# Who We Are

Felsberg Advogados is a full-service law firm founded in 1970 and defined by its ability to combine experience, tradition and excellence with efficient, fast and focused service, offering innovative solutions in a constantly changing world.

The combination of individual, joint and complementary values, with a tradition established over five decades of service, means that we have a broad and all-encompassing vision that meets the current and future legal requirements of all our clients, from the biggest corporate groups to the freshest of startups.

This is what makes us unique, different and prepared.

# Our History

Founded by Thomas Felsberg, the firm has always had an innovative spirit at the core of everything it does.

Long before we were recognized as pioneers in judicial restructuring, we were one of the first firms to advise on aviation financing and contribute to the development of project finance and venture capital in Brazil.

We are always attuned to the market and new areas of law.

The firm has formed multidisciplinary internal centers of studies focused on predicting future demands of our clients.

More than service providers, we are partners.

Spirit of **innovation**  
at the core of  
everything we do





**Our Principles**

# Social Responsibility

We are committed to contributing to a better world through social actions and the creation of values. We believe that community empowerment is essential for humanitarian growth, from the conception of social responsibility to the design of comprehensive support of projects with a vision of the future, following the needs of the regions in which we operate.

We are committed to ethics in the provision of our services and we dedicate our efforts to topics that are linked to the challenges of society, supporting social, cultural and educational projects. We strongly encourage our team to be involved in social responsibility programs.

# Diversity

Diversity is a part of the Brazilian people. Difference makes us unique, and every culture and outlook on life must be included in society.

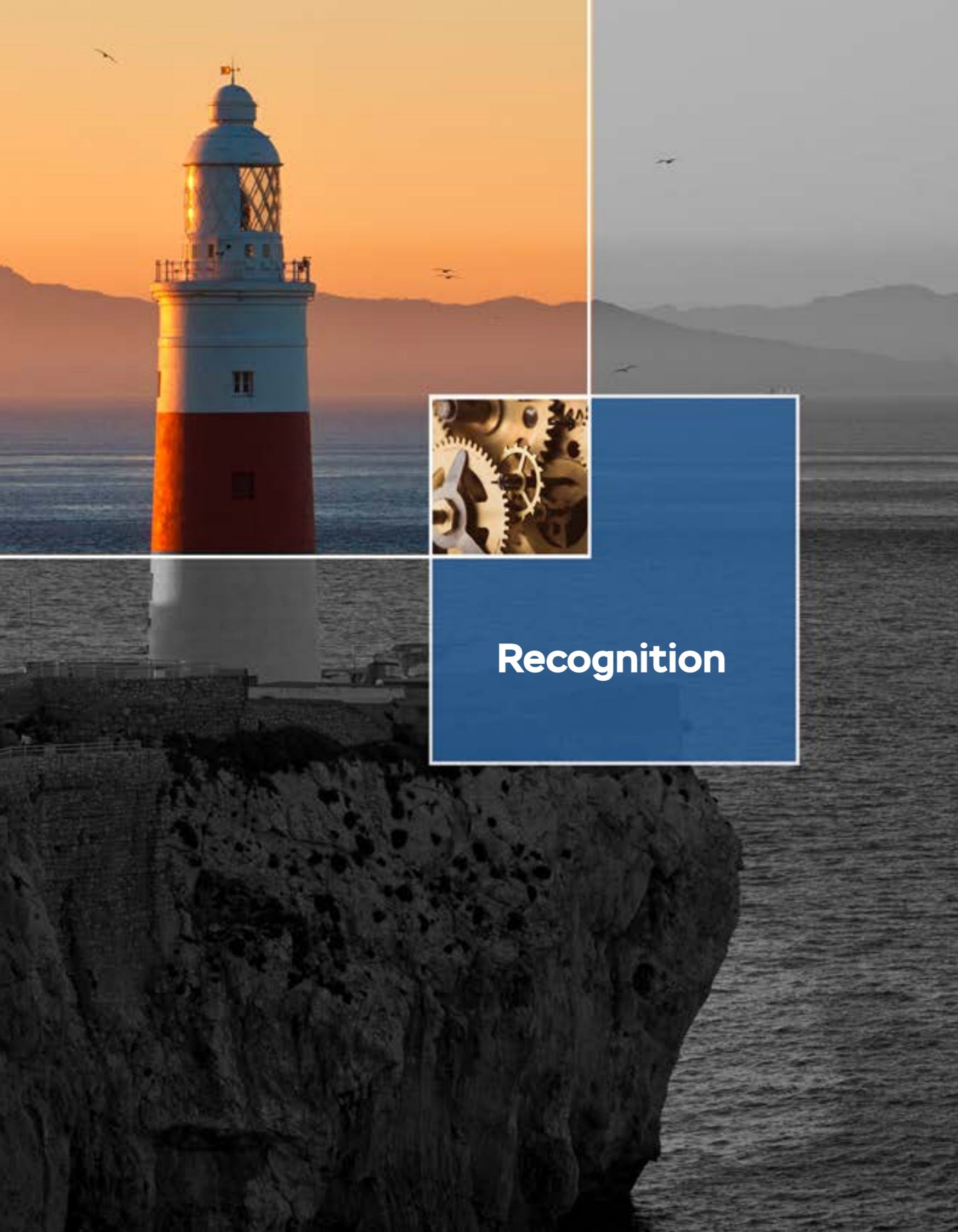
In 2019, **Felsberg Advogados** created the Diversity Committee, **DiversiFeA**, seeking equality for all. There are currently three affinity groups: **EquiFeA** with a focus on gender equality; **FeA Racional** that discusses racial equity; and **Pride to Be FeA** which fights for the rights of the LGBTQIAP+ community.

The Committee aims to promote initiatives and regular events to raise awareness and encourage reflection on relevant and necessary topics for a more respectful society.

# Practice Areas



- Advertising, Marketing and Media
- Agribusiness
- Antitrust
- Aviation
- Capital Markets
- Commercial Contracts
- Compliance
- Corporate and M&A
- Data Protection and Technology
- Dispute Resolution
- Energy
- Entertainment
- Environment and Sustainability
- Fashion
- Financing, Banking, Fintechs and Means of Payment
- Governmental Relations
- Immigration
- Infrastructure
- Innovation, Startups and Venture Capital
- Intellectual Property
- Labor and Employment
- Life Sciences
- Maritime
- Oil and Gas
- Public and Regulatory
- Real Estate
- Sports Law
- Tax and Wealth Management
- Telecommunications
- Transformation, Restructuring and Insolvency
- Waste and Sanitation
- White-Collar Crime and Corporate Investigations



Recognition





## Advertising, Marketing and Media

Our Advertising, Marketing and Media team advises diverse entities on a variety of contracts and arrangements in these fields.

We work with clients in the publicity and media markets in general, including marketing and public relations agencies, journalistic companies, editors, TV and cable operators, MMDS and DTH, and broadcasting. We also advise on legal issues relating to electronic commerce, such as the legal structuring of different types of agreements, website-use policies, electronic transactions, data transfer, security, regulatory and tax issues, domain names, encoding, advertising and online marketing.



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