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CROWELL & MORING ADDS ADVERTISING LAW PRO TO ITS APRM GROUP

Washington, D.C. – September 8, 2014: Crowell & Moring LLP is pleased to announce the arrival of David J. Ervin to the firm's Advertising & Product Risk Management (APRM) Group. Ervin's practice primarily focuses on the intersection of advertising and intellectual property law. With over 20 years of experience in the field, Ervin joins the firm's Washington, D.C. office from Kelley Drye & Warren LLP.

Ervin's practice focuses on the relationship between advertising and intellectual property law, primarily for consumer brands making significant investments in media and content creation and licensing. Specifically, Ervin helps clients manage and protect their brands and intellectual property rights in connection with their advertising, media, sponsorship, licensing, sports marketing, e-commerce, loyalty program, and joint promotion activities. He routinely handles the negotiation and drafting of marketing, sponsorship, endorsement, and media agreements for advertisers and agencies. His clients include companies in the automotive, hospitality, wireless, retail, food & beverage, internet service providers (ISP), sports, and financial services industries.

"I have great admiration for David who is a respected colleague and friend. His arrival to our APRM Group is a tremendous asset for our clients and the firm," said co-chair of Crowell & Moring's APRM Group, Christopher A. Cole. "David's advertising experience broadens our APRM capabilities and we are excited to have him on board. In particular, David's extensive work in copyright, trademark, and transactional matters have a natural synergy with several of our other practice groups, including IP and Corporate."

"I have known Chris Cole and several other Crowell & Moring attorneys for years and hold them in the highest regard. I am excited about this opportunity to work with the team at Crowell, especially the APRM Group that has a unique approach to advertising law and product risk management counseling under one umbrella. This, and the firm's approach to truly getting to know our clients' business, is very beneficial for my clients as we counsel and guide them through a full range of regulatory, litigation, and transactional issues faced throughout the life cycle of a product – from product launches and advertising hurdles to recalls and copyright and trademark infringement," said Ervin.

In his practice, Ervin assists clients with advertising production and media placement matters that involve music and content clearance, rights of publicity, SAG/AFTRA, claim substantiation, media barter, product placement, and new media issues. He also provides counsel on current industry topics, including social
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media, branded content, native advertising, user-generated content, fair use, and blogging. Additionally, he regularly counsels and advises clients in structuring content, trademark, and patent licensing programs, including negotiating and drafting licensing agreements, establishing royalty structures, and ensuring compliance with e-commerce laws and regulations.

Prior to private practice, Ervin served as a law clerk for the Honorable Leonie M. Brinkema in the U.S. District Court for the Eastern District of Virginia and for the Office of the General Counsel at the General Accountability Office in Washington, DC. He earned his B.A. from The American University, *cum laude* with University Honors, and his J.D. from The American University, Washington College of Law, *cum laude*.

Crowell & Moring LLP is an international law firm with more than 500 lawyers representing clients in high-stakes litigation and arbitration, regulatory, and transactional matters. The firm is internationally recognized for its representation of Fortune 500 and emerging companies as well as its ongoing commitment to *pro bono* service, diversity, value-based billing, and legal project management. The firm has offices in Washington, D.C., New York, San Francisco, Los Angeles, Orange County, Anchorage, London, and Brussels. Visit Crowell & Moring online at www.crowell.com.