

Jamie Rubin, 35, is recognized for his work on traditional and emerging advertising and entertainment issues. He helps his clients bring their campaigns and content from concept to execution. Rubin joined InfoLawGroup LLP as a partner in June 2011 after spending 8 years with Wildman Harrold. His practice area covers a range of issues including advertising, marketing and promotions, new media, entertainment, copyrights, trademarks, right of publicity, privacy, E-commerce, and technology.

Rubin represents clients in strategic alliances and sponsorship deals, drafting and negotiating all types of advertising and marketing agreements including ad, promotion, digital and PR agency agreements, media buying/planning agreements, branded entertainment agreements, sponsorship agreements and talent and spokesperson deals. He has counseled clients on social media policies and compliance with laws and guidelines affecting endorsements, testimonials, blogging and the general use of social media, claim substantiation, sales frequency, and pricing issues.

Rubin has advised clients on user-generated content issues, including the best ways to take advantage of protections afforded by the Communications Decency Act and Digital Millennium Copyright Act. He has represented challengers and advertisers in National Advertising Division proceedings; handled all aspects of compliance for sweepstakes, skill contests, trade promotions and commercial co-venture/charitable arrangements; audited websites; and drafted privacy policies, terms of use, and terms of sale. He routinely advises clients on e-mail and mobile marketing initiatives (including launching apps) and marketing to children (including compliance with COPPA and CARU Guidelines).

Rubin's imaginative approach and clean resolution of issues impressed a nominator who knew Rubin from a promotion negotiation between his business and one of Rubin's clients. "In working with Jamie on the promotion, I was impressed with the depth of his knowledge of that particular area of the law, the clarity of his communications, and the thoroughness of his work. When additional promotional opportunity presented itself to Claire's later that year, Jamie was the obvious choice to handle the legal review on behalf of Claire's," said the nominator. "Jamie is really good at not only identifying the legal issues but also for proposing realistic, workable solutions. He understands that a business's needs are not always neatly aligned with the most appropriate legal approach, and we know we can count on Jamie to provide creative solutions that meet both the business needs and the legal requirements."

Rubin's career also includes acting as outside counsel for MGM Studios. "Jamie Rubin is an exceptional attorney," said a nominator who worked with Rubin on many deals and marketing campaigns. "He is accessible to his client when needed and is incredibly knowledgeable in his areas of specialty. He provides first class legal advice and work product."

Rubin studied economics at the University of Iowa and earned his J.D. at The John Marshall Law School, where he was president of the Entertainment and Media Law Society. He is a member of the Promotion Marketing Association, including its Government and Legal Affairs Committee, and the International Association of Privacy Professionals. He serves as chair of the Chicago Steering Committee for the Association of Media & Entertainment Counsel.



JAMIE RUBIN

age

35

law school

The John Marshall Law School

area of practice

I.P./Advertising/Privacy/Marketing/Media & Entertainment/Technology

firm

Information Law Group Chicago, IL

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An exceptional attorney.

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