

Sponsorships and Promotions

Some representative examples of the sponsorship and promotional contracts we have been involved in include the following:

- Representation of Motorola in connection with a multimillion-dollar NFL sponsorship agreement.
- Representation of Pizza Hut in negotiating its sponsorship of a Russian Proton rocket launched to the International Space Station.
- Representation of Conseco, Inc. in a three-year, multimillion-dollar deal to become the first financial services sponsor of NASCAR.
- Representation of Muhammad Ali in all aspects of licensing his name and likeness for use in advertising and product packaging.
- Representation of Don King in creating boxing promotions for distribution on pay-per-view, network, cable, and foreign television.
- Representation of hundreds of advertiser clients in negotiating endorsement deals with celebrities, including Michael Jordan, Jerry Garcia, Ringo Starr, and many others.
- Representation of major advertisers in connection with Olympic Games sponsorships.

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About Winston & Strawn

Winston & Strawn LLP is an international law firm with 950 attorneys among eleven offices in Charlotte, Chicago, Geneva, London, Los Angeles, Moscow, New York, Newark, Paris, San Francisco, and Washington, D.C. The exceptional depth and geographic reach of our resources enable Winston & Strawn to manage virtually every type of business-related legal issue. We serve the needs of enterprises of all types and sizes, in both the private and the public sector. We understand that clients are looking for value beyond just legal expertise. With this in mind, we work hard to understand the level of involvement our clients want from us. We take time to learn about our clients' organizations and their business objectives. And, we place significant emphasis on technology and teamwork in an effort to respond quickly and effectively to our clients' needs.

Please visit us at www.winston.com if you would like more information about our legal services, our experience, or the industries we serve.