
Olshan Announces New Practice Group: Advertising, Marketing & Promotions Department

NEW YORK, June 1 -- Olshan Grundman Frome Rosenzweig & Wolosky LLP today announced the formation of a new practice group, which will be known as the [Advertising, Marketing & Promotions department](#). The practice will focus on servicing the legal needs of companies engaged in advertising, marketing, and promotions activities, including sweepstakes, contests and social media campaigns.

Joining Olshan to head this new practice is Andrew B. Lustigman. His colleagues Scott A. Shaffer, and Adam Z. Solomon also join Olshan as partners while Sheldon S. Lustigman and Jonathan I. Ezor join Olshan as Of Counsel.

Andrew Lustigman, formerly principal of The Lustigman Firm, P.C. represents direct marketers, advertisers, media and Internet companies in all aspects of their advertising and promotional marketing business. He also handles consumer and business litigation involving false and deceptive advertising issues, intellectual property, and corporate matters.

“In order to meet existing and future client needs, and to continue to provide the cutting edge, comprehensive legal counsel for which we are known, Olshan is enthusiastically launching this exciting new department,” said Olshan’s Partner, Robert L. Frome. “Andy and his team have the experience in promotions and advertising law that will enable our litigators and intellectual property lawyers to dramatically expand the services we offer to our clients.”

The group joining Olshan has a nationally recognized practice and is known for structuring unique and groundbreaking promotions as well as defending regulatory investigations and litigation. This new group of attorneys have also prosecuted and defended competitor challenges in federal court and before the National Advertising Division of the Better Business Bureau.

“Olshan has the resources in place to enable our practice to grow and thrive,” said Andy Lustigman. “We expect great synergy in integrating with Olshan’s top-flight litigators and intellectual property and business lawyers.”

About Olshan

Olshan Grundman Frome Rosenzweig & Wolosky LLP is an elite mid-size law firm with over 85 lawyers based in midtown Manhattan. The Firm has consistently been recognized for expertise in corporate and securities law, litigation, bankruptcy and creditors’ rights, real estate, intellectual property and tax. Olshan provides legal counsel commensurate with the nation’s top law firms combined with the personalized and cost-managed practice only a mid-size firm can provide and fills a key niche in the New York business community.

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