

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

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NEW YORK, June 1, 2011 -- 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 colleague Scott A. Shaffer also joins Olshan as partners while Sheldon S. Lustigman joins 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.

PROFESSIONALS

Andrew B. Lustigman
Scott Shaffer

PRACTICE AREAS

Advertising, Marketing &
Promotions

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O L S H A N

"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."