



## Davis+Gilbert Elects a New Counsel

Davis+Gilbert LLP is pleased to announce the election of Darren Fried to Counsel, effective January 2, 2019.

"Darren's legal expertise and experience in advertising, media and music has made him an indispensable asset to the Advertising + Marketing practice group. We congratulate him on his new role and look forward to his continued contributions to our clients and the firm," said Davis+Gilbert Chairman Ronald R. Urbach.

Darren Fried, Counsel, is a member of the firm's Advertising + Marketing Practice Group. He has considerable experience in drafting and negotiating a variety of complex agreements, including agency/client agreements, live event agreements, talent contracts, branding partnerships, music production agreements and music licenses. Mr. Fried regularly counsels global, domestic and local companies on issues relating to all aspects of contract interpretation and enforcement as well as intellectual property, including copyright, trademark and rights of publicity. His recent representations include negotiating several agency/client agreements for global advertising and media engagements covering advertising spends of more than \$1 billion each, drafting music licenses on behalf of one of the most valuable brands in the world with one of the highest profile rock bands of all time, drafting a brand ambassador and live performance agreement between an American Idol winner and a consumer products company, drafting and negotiating original music production agreements for an international pizza chain, and negotiating live activation agreements between a promotional agency and several professional sports organizations. Mr. Fried received his J.D. from Harvard Law School, and his B.A. from Queens College (CUNY).