



## ATTORNEY PROFILE

**Cecelia Dempsey** is the founder and principal of the boutique law firm Dempsey Legal Solutions LLC. She focuses her practice in the areas of intellectual property, privacy and data security, general corporate and commercial law, advertising and marketing law, legal compliance issues and franchise law. The firm advises a variety of clients, including individuals, franchisees, start-up companies and mid to large size corporations.

Ms. Dempsey brings her extensive expertise as an in-house IP attorney at various Fortune 500 companies, such as Keurig Green Mountain, Inc., Burger King Corporation, the Dannon Company, Altria -- the parent company of the Philip Morris companies and Kraft Foods and Blockbuster Entertainment Corporation, to her private practice. In her various roles, she managed large domestic and international trademark, copyright, domain name and patent portfolios. In these capacities, she has protected and enforced such well-known brands as Blockbuster Video, Burger King, Dannon, Green Mountain Coffee, Jell-O, Keurig, Parliament, Philip Morris, Tully's, Van Houtte and Whopper. Her firm currently offers trademark clearance and copyright, trademark and domain name prosecution services for US and international clients seeking IP protection in the United States. She also offers representation in opposition procedures before the US Trademark Trial and Appeal Board.

In her privacy practice, Ms. Dempsey has worked closely with financial consulting and software companies to analyze the SEC Guidance for Financial Firms on Cyber Security Risks and Cyber Incidents. She tailors a Data Security Policy, Incident Response Plan and Data Security Breach Report to the specific needs of each client. She drafts Privacy Policies and Terms and Conditions for her clients' websites to ensure compliance with state regulatory requirements and to take advantage of applicable safe harbor provisions. She conducts in-house training sessions for her clients on Privacy and Data Security compliance issues.

Ms. Dempsey is proficient in negotiating and drafting a broad spectrum of legal agreements for individuals and corporations in a wide variety of industries, including accounting software and consulting, consumer products, petroleum and energy, entertainment, finance, international shipping and franchising.

**IP, Marketing and Media Agreements:** talent, product placement, sponsorship, distribution, digital marketing, public relations and advertising agency, location, book releases, trademark and know-how licenses.

**General Commercial Agreements:** Supply, purchase, equipment bailment, logistics, master service and Capex agreements, statements of work, co-packaging and consulting agreements, software, copyright, trademark licenses, escrow and service level agreements, operating agreements, non-disclosure agreement, joint development and patent and know-how licenses, and proprietary rights agreements.

**Transactional:** Asset Purchase Agreements, joint venture agreements, IP assignments.



Ms. Dempsey assists clients in review of advertising, promotional materials, packaging, Internet sites and Social Media sites for compliance with federal and state regulatory requirements (FTC & FDA), claim substantiation, copyright and right of publicity concerns. She advises clients on CAN SPAM rules, FTC Children's Online Privacy Protection Act (COPPA) & CARU Guidelines on Advertising to Children and NAD Procedures. Ms. Dempsey regularly assists clients in compliance with Sweepstakes and Contest rules and regulations.

Ms. Dempsey received her Juris Doctorate from Fordham University School of Law and a Bachelor's Degree in American Studies from the University of Notre Dame.

## MEDIATION

Ms. Dempsey is a Florida Supreme Court Certified Mediator for Appellate, Circuit Civil and County Court cases

## AREAS OF PRACTICE

- Privacy and Data Security
- General Corporate and Commercial Law
- Advertising and Marketing Law
- Intellectual Property - Copyright, Trademark & Domain Name Prosecution
- Mediation
- Franchising
- Social Media
- Regulatory Compliance - FTC, FDA and Consumer Protection
- Co-branding and IP Licensing
- Media Law and Rights Clearance

## BAR ADMISSIONS

- Florida
- New York
- Vermont
- U.S. District Court Southern District of Florida
- U.S. District Court Southern District of New York
- U.S. District Court Eastern District of New York



## EDUCATION

- Juris Doctorate, Fordham University School of Law
- Bachelor's Degree in American Studies, University of Notre Dame

## AFFILIATIONS AND MEMBERSHIPS

- Women's Chamber of Commerce of Palm Beach County
- Delray Beach Chamber of Commerce
- The Copyright Society of USA
- South Palm Beach County Bar Association