



## **SHARON L. TOEREK**

### **Toerek Law**

1240 Huron Road, Suite 200

Cleveland, Oh 44115

**Email** [sharon@legalandcreative.com](mailto:sharon@legalandcreative.com)

**Phone** 800.572.1155

**LinkedIn** [www.linkedin.com/in/sharontoerek](http://www.linkedin.com/in/sharontoerek)

**Twitter** @SharonToerek

**Web** [www.legalandcreative.com](http://www.legalandcreative.com)

I focus my law practice on helping professionals in the advertising, marketing and creative services industries protect and monetize their intellectual capital, and manage the legal implications of their marketing and advertising work.

I do this by providing proactive, strategic counsel on legal issues faced by those industries including:

- copyright and content protection,
- licensing and transfer of creative content,
- trademark and brand protection matters,
- social media and content marketing law issues,
- agency service contracts,
- advertising compliance, and
- contest and promotion compliance and review..

I frequently speak and present to professional organizations, advertising agencies, in-house marketing teams, and have created and presented numerous training sessions to industry professionals that enable them to recognize legal issues and protect their valuable work and rights. My recent national speaking schedule includes presentations at the Ad Age Small Agency Conference, Content Marketing World, BOLO, The Brand Establishment, and Agency Management Institute Conferences.

I am the also the Publisher of the marketing industry legal blog Legal + Creative ([www.legalandcreative.com](http://www.legalandcreative.com)), and am an approved participant on the 4A's Legal Consultants Panel, and a Past President of the American Ad Federation (AAF) Cleveland.

I am passionate about supporting small business, and also about contributing to economic development activities in my community, and serve on the Board of Directors and Executive Committee of the Council of Smaller Enterprises (COSE), of which I am the immediate Past Chair, on the Board and Executive Committee of the Greater Cleveland Partnership (GCP), as a Trustee of the National Small Business Association (NSBA) and as a Board Director of the former Team NEO.