# Marketing and Intellectual Property Attorney

## McDonald’s Corporation

McDonald's seeks a highly motivated and effective lawyer to join its Marketing & Intellectual Property Practice Group in its worldwide headquarters in Oak Brook, Illinois. Position requires in-depth knowledge of advertising and intellectual property law.

**Lawyer must be able to:**

* Review advertising and communications materials for compliance with applicable laws and brand requirements.
* Analyze advertising substantiation issues.
* Negotiate and draft sponsorship, promotion, licensing, confidentiality, music, sports, talent and advertising agency agreements.
* Counsel clients on trademark, copyright, patent, trade secret and rights of publicity and privacy matters.
* Provide legal advice on complex sweepstakes and contests, including drafting rules, reviewing advertising and providing strategic advice.
* Partner with public relations/communications teams on press releases and consumer communications.

**Additional Requirements**

* 3-7 years of experience in-house or in private practice.
* Outstanding communications and leadership skills with proven success in building internal and external partnerships.
* Ability to be a strategic partner and trusted advisor for national and global business clients.
* Ability to find practical solutions to business challenges.
* Ability to participate effectively and constructively as a member of a team.
* Comfortable handling a wide variety of matters, including issues in new, unchartered territory.
* Strong negotiation skills.
* Must exercise sound judgment, be able to work efficiently under time pressures and deadlines in a fast-paced, demanding environment.
* Ability to influence and lead cross-functional teams.
* Excellent academic credentials.
* Reasonable travel required.