

THE SIFRE GROUP

We are legal and business advisors with a focus on the entertainment industry and high-growth innovative enterprises.



ANTONIO J. SIFRE is a legal and business advisor with over 30 years of experience in corporate and transactional matters, film and television production and financing, music production, software development, intellectual property protection and licensing, capital raising, venture capital and private equity, commercial loans, mergers and acquisitions, and the generation, placement, and financing of film and R&D tax credits.



MARIA FERNANDA ARCHEVALD is a corporate attorney with more than eight years of experience in corporate and transactional matters, intellectual property law, and regulatory affairs. She is dedicated to providing strategic legal counsel and representation in various areas such as manufacturing and distribution agreements, license agreements, promotional events, sponsorships, and the registration of copyrights and trademarks. Maria Fernanda is also experienced with tax exemption grants and with the generation and placement of tax credits.



CARLOS R. COLÓN is a corporate, entertainment, and intellectual property lawyer. He is experienced in legal entity formation, corporate governance matters, contracts, and intellectual property licensing. Carlos represents artists from various music genres as both their business advisor and attorney. Before practicing law, Carlos was a principal in a boutique marketing firm, where he worked on developing branding concepts and brand integration installations for the live events sector.

ADVERTISING + MARKETING

We believe that proactive counseling can go a long way: it is much more valuable to invest in prevention than to face legal issues down the road. We have extensive experience across diverse advertising and marketing areas such as:

- Content marketing
- Native advertising
- Product placement and branded content
- Social media-based advertising
- Influencer marketing and endorsements
- Sweepstakes, promotions, loyalty programs, and gift cards

We integrate seamlessly with your team as you navigate consumer engagement, providing legal and business-forward advice and solutions, an essential part of your strategic and execution plans.

We address a broad spectrum of matters ensuring your advertising and marketing initiatives are legally sound:

- Contracts, including agency, talent, co-promotion, endorsement, sponsorship, work-for-hire, licensing, and releases
- Review of advertising campaigns and promotional materials
- Misleading and deceptive advertising
- Compliance with state and federal laws and regulations
- Copyright and trademark clearances and licenses
- Right of publicity licenses
- Music synchronization licenses
- Copyright and trademark infringement, cease and desist letters, and takedown notices

"Many a small thing has been made large by the right kind of advertising."

Mark Twain

CONTACT US

We are always available to explore how we can contribute to your project or business. Please contact our Project Manager, Claudia Picó, to coordinate an introductory video call.

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