



Parker Poe is positioned to offer on-the-ground legal analysis across a variety of topics that impact the business community and local governments in one of the country's fastest-growing regions.

The firm's attorneys and business professionals can provide quotes on everything from intellectual property trends and evolving employment law to ever-changing regulation around cybersecurity and data privacy. Our attorneys understand the daily challenges facing businesses and municipalities. We can offer insights on many of the latest trends and developments that reporters cover. You can find examples of our latest insights [here](#).

Parker Poe Fast Facts

- Headquartered in Bank of America Tower in uptown Charlotte, with offices in Raleigh, Atlanta, Charleston, Columbia, Greenville, Spartanburg, and Washington, DC.
- 275+ attorneys and consultants.
- Firm's roots go back to 1884, when it was founded by a future North Carolina Supreme Court justice.
- Clients include Fortune 500 companies and global leaders in their industries, midsize businesses, startups, and a broad range of local government entities, including school districts.

Your Go-To Source On ...

- Trending topics in these areas, each of which we have a team focused on:
 - Commercial Real Estate and Leasing
 - Education
 - Financial Services
 - Government & Municipalities
 - Health Care
 - Life Sciences
 - Sports & Entertainment
 - Technology
 - White Collar Defense and Government Investigations
- Client service and the business of law. Parker Poe has received [national media attention](#) for its long-running client service program called The Path. Our Chief Marketing & Business Development Officer is among fewer than 300 Fellows around the world in the College of Law Practice Management.
- Diversity, equity, and inclusion (DEI) strategy and efforts, including internal programs to advance DEI, partnerships with schools to develop a pipeline of minority talent, and collaborations with clients and local organizations on their efforts.
- The accelerated growth in the Southeast and what businesses and local governments are looking for in terms of expansions, headquarter relocations, and other elements of economic development.

2024 Trending Topics

Sports & Entertainment

A broad range of sports, entertainment, and media clients turn to Parker Poe to negotiate business deals, resolve high-profile disputes, and receive pragmatic legal advice.

From a hub in Atlanta, and across the firm's footprint, the team advises on the fast-evolving world of collegiate sports, advising colleges, universities, and school districts on navigating name, image, and likeness (NIL) contract opportunities and compliance issues. The team also represents media and entertainment businesses with acquisition, distribution, and podcast agreements and protecting sports and entertainment clients' intellectual property content. [Find out more here.](#)

Cybersecurity & Artificial Intelligence

Parker Poe's Cybersecurity & Data Privacy team is comprised of attorneys with experience in intellectual property, class action litigation, and government investigations. The story of 2024 is compliance and mitigation. As companies adopt tools like artificial intelligence, particularly as it relates to internal practices and policies for employee use, they will need to ensure they are staying compliant with human resources policies.

Our team is on top of fast-moving state legislation around cybersecurity and data privacy that companies will need to stay aware of, particularly when they manage or process consumer data. Federal regulators are also taking seriously breach reporting requirements. [Find out more here.](#)

Business Expansion & Location Solutions (BELS)

The Southeast is one of the hottest real estate markets in the United States. Companies are flocking to cities like Raleigh, Charlotte, Charleston, and Greenville, and people are following. With this population growth has come investment from overseas as companies from Europe, Latin America, and Asia have set up operations across our firm's footprint.

Our Business Expansion & Location Solutions Team advises domestic and international companies on all aspects of economic development decisions. The team helps companies across the globe with their decisions to relocate or expand. [Find out more here.](#)

Parker Poe Consulting and Federal Government Relations

Our consultants offer a broad range of law-related services in the areas of government relations, local government consulting, economic development, and site selection. Our clients include global companies, small businesses, and local government entities. Our newly created Parker Poe Federal Strategies is a bipartisan lobbying practice in our nation's capital and provides services to clients in a variety of industries, with a focus on health care, local government, and higher education. Find out more about [Parker Poe Consulting here](#) and our [Federal Government Relations Practice here](#).