

Trade Associations

Trade associations are not immune to the challenges and opportunities of today's changing business and economic environment. Now more than ever, these organizations need to reevaluate their mission, constituencies, and service-delivery strategies.

Kelley Drye understands the unique culture of trade associations. For over 35 years, we have represented the interests of industry trade associations in all areas, including labor and employment, government relations and public policy, **antitrust**, intellectual property, e-commerce and technology, litigation, and international trade and customs. We regularly represent more than 100 trade associations in industries as diverse as retail, manufacturing, agriculture, and services.

We work with our clients to develop competitive strategies, helping them provide meaningful services to their members and guaranteeing their viability. Our professionals have established a successful track record for both small and large clients, with wins that include clarifying the tax depreciation period for convenience stores; enabling non-profit organizations to form charitable risk pools with federal tax exemptions; obtaining a sizable appropriation for the specialty steel industry; and securing trade legislation affecting motor fuel imports.

Our team has knowledge, experience, and skill to advise our trade association clients on a broad range of issues - from charting new directions for an association's future, to pursuing vertical portal strategies, to redefining membership bases because of industry convergences. Indeed, our scope of client work covers all facets of the trade association business, including:

- Assisting with all phases of the establishment of associations and both for-profit and not-for-profit subsidiaries and affiliates
- Antitrust counseling
- Internet counseling and strategic planning, including ensuring that the valuable trademark assets of the association are protected
- Day-to-day general counseling advice, including specific advice on issues ranging from employment counseling to contract negotiation
- Election financing and political action committee representation
- Litigation services
- Legislative services.