

AVOIDING LEGAL PITFALLS IN YOUR ADVERTISING | WEBINAR

COMPLIMENTARY WEBINAR

Avoiding Legal Pitfalls in Your Advertising

OCTOBER 12, 2021 | 10:00 - 11:00 AM PDT

HOGE • FENTON

Making a Splash Without Getting Hung Out To Dry

Avoiding Legal Pitfalls in Your Advertising

Advertising is about increasing visibility, positive associations, and name recognition for your company's products or services, but an advertising campaign can backfire if it sparks a legal challenge from a competitor, consumer, or federal agency.

This session will discuss false advertising laws, including hot areas of Federal Trade Commission (FTC) enforcement such as green advertising, health claims, and influencer marketing. We will also explore the use of third-party content and privacy issues in advertising.

Complimentary Webinar

Tuesday, October 12, 2021

10:00 - 11:00 am PDT

1 hour of MCLE offered

Who should attend: Business owners, marketing professionals, administrators, general counsel, and legal professionals.

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Meet Our Speaker



Dana Brody-Brown is an experienced IP and brand management attorney with a special focus in the areas of trademark counseling and prosecution, including trademark audits, portfolio analysis, and strategic counseling. Dana has counseled a wide array of clients ranging from start-ups to well-known and established companies in many industries. She also has the experience and a particular interest in the areas of advertising and marketing law and counsels clients regarding trademark and consumer issues raised by advertising and marketing and how those issues can be addressed.

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