

AVOIDING LEGAL PITFALLS IN YOUR ADVERTISING WEBINAR RECORDING

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Avoiding Legal Pitfalls in Your Advertising

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HOGE • FENTON

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.

In this session, Hoge Fenton IP Brand Management Attorney, **Dana Brody-Brown** discusses 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.

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 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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