

January 6, 2011

Manatt Attorneys Take Center Stage at Leading Industry Events

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Challenging Competitors' Comparative Advertising

Strafford Publications' Advertising Webinar/Teleconference January 11, 2011

Ad wars escalated in 2010 and the trend will likely continue this year. How can companies effectively protect their brands? Manatt partner [Chris Cole](#) will present an in-depth overview of the issues and options in a webinar session, "Challenging Competitors' Comparative Advertising," to be held on January 11, 2011, from 1:00 – 2:30 p.m. EST.

Chris and his fellow panelists will discuss the pros and cons of various strategies for challenging a competitor's false advertising, using case studies to demonstrate the tactics companies have employed in confronting competitor claims that are potentially false or misleading.

For more information or to register for this event, click [here](#).
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Dietary Supplements 2011: What to Expect Inside the Beltway and Beyond

FDLI Food Week 2011 January 27, 2011 Washington, D.C.

The Food and Drug Law Institute brings the Dietary Supplements 2011 conference to Washington, D.C., on January 27, 2011, as part of its annual "Food Week." Manatt partner [Ivan Wasserman](#) will take the stage with a team of esteemed panelists to shed light on the most pressing legal and regulatory concerns affecting dietary supplements.

The presentation, titled "Boundaries/'Grey' Areas of Dietary Supplements, Foods and Drugs," will focus on the "border areas" and classification of products, in addition to exploring claim substantiation issues, and establishing the differences between a permissible claim and a drug claim.

For more information or to register for this event, click [here](#).
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24th National Advanced Forum on Advertising Law

American Conference Institute January 24-25, 2011 New York, NY

It's a new year – but don't expect the flurry of regulatory and legislative activity in the advertising and marketing industry to fade in 2011. As social media marketers navigate uncharted legal territory and regulators scrutinize advertising more closely than ever, it is imperative that general counsels and senior legal executives keep current on the latest issues and enforcement trends.

To this end, Manatt partners [Linda Goldstein](#), [Chris Cole](#) and [Tony DiResta](#) will address new challenges for advertisers in three separate presentations at ACI's National Advanced Forum on Advertising Law on January 24-25, 2011.

Linda will join Sharon Glenn, Senior Corporate Counsel, Marketing for T-Mobile USA, Inc.; Catherine Karol, Chief Privacy Officer for General Motors Company; and Shripal Shah, Senior Vice President, Digital Strategy for the Washington Redskins, in a panel presentation titled "Avoiding Legal Landmines When Tapping into the Exploding Popularity of Social Media."

Chris will take the stage with Andrea Lewis Allan, Vice President & Assistant General Counsel for The Princeton Review, Inc.; Ken Patel, Vice President & Associate General Counsel – Legal for The Procter & Gamble Company; and Martin Zwerling, Assistant Director for the National Advertising Division (NAD), to deliver their engaging presentation, "Brand Wars: Analyzing Cases That Have Impacted Advertising Dispute Resolution in the Last Twelve Months."

Tony will join forces with Leonard Gordon, Director, Northeast Region for the Federal Trade Commission; Marla Tepper, General Counsel for the New York City Department of Consumer Affairs; and Annie Ugurlayan, Senior Attorney for the NAD, to share their insight on the following topic, "Adapting to Changing Government and Self-Regulating Enforcement Priorities: An Update from the FTC, NAD and Government Regulators." Tony will also take part in a special post-conference workshop on January 26, co-presenting on "Developing a Compliant Social Media Policy," with James Dudukovich, Marketing Counsel for The Coca-Cola Company, and Gary Spangler, Corporate eMarketing Manager for DuPont.

NOTE: Be sure to take advantage of Manatt's friend-of-the-firm discount by using the code provided in the registration materials available [here](#).

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Consumer Protection Conference

American Bar Association Section of Antitrust Law February 3, 2011
Washington, D.C.

It is a critical time to consider what's on the docket for consumer protection priorities in 2011. To help shed light on the next decade of privacy law enforcement, new strategies for bringing advertising challenges against competitors, ethics rules regarding social media use in investigations and litigation, and other timely issues, to help shed light on the next decade of privacy law enforcement, new strategies for bringing advertising challenges against competitors, ethics rules regarding social media use in investigations and litigation, and other timely issues, the ABA Section of Antitrust Law will host a Consumer Protection Conference on February 3, 2011, in Washington, D.C.

The ABA Section of Antitrust Law will host a Consumer Protection Conference on February 3, 2011, in Washington, D.C. [Chris Cole](#) will moderate a panel of distinguished speakers – including David Mallen, Assistant Director for the NAD – in a presentation titled “The Winning Strategy for False Advertising Cases: NAD or Federal Courts, or Both?”

For more information or to register for this event, click [here](#).

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Sweepstakes and Promotions Law: Comprehension and Compliance

New York City Bar Association February 11, 2011 New York, NY

On February 11, 2011, the New York City Bar Association will host “Sweepstakes and Promotions Law: Comprehension and Compliance” to tackle some of the critical issues involving sweepstakes, gift cards, mobile marketing, social media, user-generated content and children’s marketing.

Manatt partner [Marc Roth](#) has joined the faculty to discuss issues and best practices relating to social media and privacy at this event.

For more information or to register for this event, click [here](#).

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Advanced Legal Summit on Food & Beverage Marketing & Advertising

American Conference Institute March 31 – April 1, 2011
Washington, D.C.

The FDA and FTC have clearly set their sights on scrutinizing the food and beverage industries during 2011. In light of this emerging development, ACI will hold its first-ever Legal Summit on Food & Beverage Marketing & Advertising from March 31 – April 1, 2011, in Washington, D.C.

To explore the types of evidence needed to meet FDA and FTC expectations for food and beverage product claims, and the role consumer perception plays in food advertising, [Linda Goldstein](#) will moderate a panel titled “Claim Substantiation: Navigating the Intersection of FDA & FTC Oversight Over Food Labeling and Advertising Claims.” The panelists joining Linda include Timothy Ernst (Vice President & Associate General Counsel, Del Monte Foods) and Denise Gough (Vice President, Legal Affairs for Scripps Networks).

To help companies prepare for developments with respect to food product claims and regulatory requirements, [Ivan Wasserman](#) will moderate a panel titled “Knowing What Can and Cannot Be Said When Making Specific Food Product Claims: How to Ensure Compliant Health, Nutrition, Benefit, Function and Mental Performance Claims.” The panel will comprise Vincent de Jesus (Nutritionist for the Office of Nutrition, Labeling and Dietary Supplements, Center for Food Safety and Applied Nutrition of the FDA) and Kevin Goldberg (Vice President and General Counsel for Nestlé Nutrition).

For more information or to register for this conference, click [here](#).

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