

Ad Law News and Views- November 29, 2017

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Recent News

[Is It Time to Rethink Establishment Claims?](#)

[Chairman Pai Set to Release Draft Net Neutrality Item](#)

[Will Your TV Watch You? FCC Green Lights Targeted Advertising in Next Gen TV Broadcasting Standard](#)

[FTC Announces \\$1.3 Million Settlement in Negative Option Case](#)

[Preparing for the Opioid Litigation Epidemic](#)

[Investing Under the Influence? SEC Issues Warning Letters to Celebrities and Social Influencers](#)

[Instagram Expands its Influencer Tool, but is it Enough?](#)

[Time to Revisit Morals Clauses](#)

[Genetically Modified - Naturally!](#)

[Regulatory Changes Affecting All "Service Providers" - 12/31/17 Deadline](#)

[KDW Ad Law Presents "Advertising Under The Influence: Rules of the Road For Your Company's Next Influencer Campaign" via Webinar on Thursday, November 9, at Noon Eastern](#)

[House Antitrust Subcommittee Explores the Role of Antitrust Law in Net Neutrality](#)

[Hilton Settles NY and VT State AG Investigation into 2015 Data Breach; Pays \\$700,000 Civil Penalty](#)

Analysis

Regulators, Not Private Plaintiffs, Should Judge Substantiation for Consumer-Product Health Claims

Senior associate [Glenn Graham](#) co-authored the WLF Legal Backgrounder article "Regulators, Not Private Plaintiffs, Should Judge Substantiation for Consumer-Product Health Claims." The article discusses the Nat'l Council Against Health Fraud, Inc. v. King Bio Pharm, Inc. case and reasons why State regulators should be the only ones allowed to bring false-advertising cases based on a lack of substantiation.

[READ MORE](#)

Upcoming Events and Speeches

Connected Cars in the U.S. and Canada: An Update

December 4, 2017", "TELECONFERENCE

American Bar Association

IN FASHION: Kelley Drye's 4th Annual Fashion and Retail Law Summit

January 18, 2018", "NEW YORK, NY

Kelley Drye & Warren LLP

Interactive and Hands-On Mock Product Launch

January 25, 2018", "WASHINGTON, DC

ACI's Inaugural Advertising Claims Substantiation Boot Camp

Christie Thompson

Avoiding Privacy/Security Legal Snafus in VR/AR

March 24, 2018", "AUSTIN, TX

SXSW

Alysa Hutnik

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