

Ad Law News and Views- September 6, 2018

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ANALYSIS

[Avoiding Legal Pitfalls In Podcast Advertising](#)

Partner [Gonzalo Mon](#) authored the *Law360* article, "Avoiding Legal Pitfalls In Podcast Advertising." As the number of people who listen to podcasts has grown, so has the number of companies that advertise on podcasts. So far, the podcast world has been largely immune from the types of advertising challenges that are prevalent in other mediums, and that has lulled some companies into a false sense of security. In reality, though, most of the legal issues that exist in other mediums also exist in the podcast world — and some of them may even be exacerbated in that world. As advertising dollars continue to flow in that direction, legal challenges are sure to follow. The article discusses two key issues that companies should consider when advertising in this medium.

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UPCOMING EVENTS AND SPEECHES

[The Current Landscape of Competition and Consumer Protection Law and Policy](#)

September 13, 2018", "WASHINGTON, DC

FTC Hearing #1: Competition and Consumer Protection in the 21st Century

[Alysa Hutnik](#)

[2018 NAD Annual Conference](#)

September 24-25, 2018", "NEW YORK, NY

National Advertising Division

[John Villafranco](#)

[Data Breach Litigation Trends - 5 Things to Know for the Year Ahead](#)

September 25, 2018", "WEBINAR
Association of Corporate Counsel

The Future of Consumer Protection & Privacy: What to Expect from the New FTC

September 27, 2018", "WEBINAR
Kelley Drye & Warren LLP
[Christie Grymes Thompson](#)

Mind the Gap - Globalization of Product Safety Standards and How Litigation Sometimes Leads or Supplements the Regulatory Framework

October 9, 2018", "ROME, ITALY
International Bar Association Annual Conference

Counseling on Competitor Collaboration

October 20, 2018", "CAMBRIDGE, MD
ABA Section of Antitrust Law Masters Course IX
[William MacLeod](#)

Basics of Advertising: A Brand-New Take on Substantiation, Disclosures & Social Media

November 7, 2018", "CHICAGO, IL
2018 ANA/BAA Marketing Law Conference
[Gonzalo Mon](#)
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