

# Advertising 101 Webinar

Firm Event

January 28, 2020 from 12:00 pm to 1:00 pm (EST)  
Washington, DC  
Webinar

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In conjunction with the launch of the new [Advertising and Privacy Law Resource Center](#), please join us for a webinar covering the basics of advertising law. Discussion topics include:

- Regulatory Overview
- Claim Substantiation and Puffery
- Disclosures
- Endorsements and Testimonials
- Made in USA Claims
- Green Guides
- Promotions

## Who Should Attend?

Anyone who is new to these areas or in need of a refresher should join us for this online-only event. The webinar will have something for everyone, including attorneys, paralegals, compliance personnel, marketers, researchers, sales representatives, and executives.

## Related Services

Advertising and Marketing