

Basic Legal Principles of Advertising and Billing for In-House Counsel

New York CLE Seminar Series

Firm Event

May 1, 2007 from 3:00 pm to 5:00 pm (EDT)

New York

New York, NY

This seminar will focus on key issues that companies need to keep in mind when marketing and selling their products. Learn the basic principles of advertising law, including the requirement that advertisers be able to substantiate claims, rules for making effective disclosures, and laws governing "free" offers and sales.

Other topics of discussion include:

- payment and rules that apply to different payment methods
- preauthorized and recurring billing
- guidelines on how to handle payment information collected

In accordance with the requirements of the New York State Continuing Legal Education Board, this non-transitional continuing legal education program is not approved for the newly admitted attorney within the first two years of admission to the Bar.

Related Services

Advertising and Marketing