

Green, Greenwashed, Or Greenhushed? Navigating Environmental Benefit Claims In Marketing

ANA 2026 Masters of Advertising Law Conference

Speaking Engagement

November 3, 2026 from 10:35 am to 11:20 am (PST)

[Register](#)

Partner [Christie Thompson](#) will lead the breakout session, "Green, Greenwashed, Or Greenhushed? Navigating Environmental Benefit Claims In Marketing," at ANA's 2026 Masters of Advertising Law Conference in Huntington Beach, CA. This session will cover the growing legal risks of green marketing claims, including greenwashing litigation, evolving state laws, and increased regulatory enforcement. It will provide practical strategies for substantiating and qualifying environmental claims and building defensible marketing campaigns in a rapidly changing legal landscape.

Register [here](#).

Related Services

Advertising and Marketing