

# How "Competent and Reliable" is Your Scientific Evidence? How Recent Cases Impact the Claim Substantiation Doctrine

NAD Annual Conference: What's New in Advertising Law,  
Claim Support and Self-Regulation

Speaking Engagement

October 3, 2011  
Washington, DC  
New York, NY

On October 3, 2011, partner John E. Villafranco spoke at the NAD Annual Conference, a two-day conference created to explore the legal trends and issues in online behavioral advertising, claim substantiation, social media, surveys and mobile marketing. In his session, "How 'Competent and Reliable' is Your Scientific Evidence? How Recent Cases Impact the Claim Substantiation Doctrine," Mr. Villafranco discussed how recent FTC orders and cases have raised questions about the claim substantiation doctrine and provided guidance on the scientific evidence required to support health and nutrition claims.

Click [here](#) for more information.

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