

Kelley Drye Hosts Government Officials and Industry Members for Second Annual Summit on Advertising and Privacy Law

June 16, 2014

On June 12, 2014, the nation's premier advertising law practice convened top government policy-makers, industry thought-leaders, and marketing law specialists from some of the most successful U.S. companies for an advanced seminar on key issues in advertising, privacy, and consumer protection law. More than 100 guests from a broad range of industries, including consumer products, media and technology, food and beverage, trade associations, and government, attended the Kelley Drye & Warren LLP Advertising and Privacy Law Summit, hosted at the [House of Sweden](#) in Washington, D.C.

With keynote remarks from **Jessica Rich**, Director of the FTC's Bureau of Consumer Protection, the seminar provided an inside look at the priorities of the Bureau. Through an assortment of brief presentations and in-depth panel discussions, top practitioners reviewing myriad aspects of regulatory enforcement and litigation provided insights and key takeaways about this changing area of law. The Summit addressed some of the most pressing issues affecting companies' legal obligations and risk exposure, including:

- How mobile applications, platforms, and payment options are changing the face of consumer protection
- Hot-button issues for food and dietary supplements, including the Supreme Court decision in *Pom Wonderful LLC v. The Coca-Cola Co.*
- Insights from the FTC Commissioners' Attorney Advisors
- Top privacy considerations for the Internet of Things
- Legal issues in endorsements and native advertising
- Hot topics in consumer class action litigation, including an update on telemarketing class actions and cases involving "natural" claims
- The importance of consumer meaningfulness in claim substantiation
- The effect of NAD proceedings on consumer class action litigation
- The considerations of both talent and advertisers in endorsement contracts
- How to effectively resolve FTC and State Attorneys General investigations

- The activities at the Consumer Financial Protection Bureau as they relate to nonbanks and third party service providers
- A look “beyond the contract” at deception and fraud claims as causes of action between business partners

Details regarding the agenda and speaker line-up are available [here](#).

The attorneys in Kelley Drye & Warren's [Advertising and Marketing practice group](#) have broad experience at the Federal Trade Commission, the offices of state attorneys general, the National Advertising Division (NAD), and television networks; substantive expertise in the areas of advertising, promotion marketing, and privacy law, as well as consumer class action defense; and a national reputation for excellence in advertising litigation and NAD proceedings.