



Kelley Drye's "The Smart Phone Revolution" Webinar Recording and Presentation

November 20, 2012

Mobile marketing, sweepstakes and services, including location-based services, are governed by an alphabet soup of statutes and regulations: TCPA, COPPA, CAN-SPAM, CPNI, etc. To complicate compliance even further, numerous class action lawsuits in state and federal courts have addressed issues and nuances that the Federal Communications Commission, Federal Trade Commission, and state regulatory agencies or legislatures have not. On November 16th, Kelley Drye held a webinar which discussed the new rules of the road for mobile communications, marketing, and sweepstakes, and offer suggestions for reaching consumers while mitigating the legal risks. Click the links below to listen to a recording and download a PDF of the slide presentation.

Click [here](#) to download the slides from the webinar and click [here](#) to listen to a recording.

If you have any questions, please feel free to contact the Kelley Drye Webinar Speakers listed below.

Steven A. Augustino, Partner

saugustino@kelleydrye.com

John J. Heitmann, Partner

jheitmann@kelleydrye.com

Gonzalo E. Mon, Partner

gmon@kelleydrye.com