

# Self-Regulate, Litigate, How They Conflate, and Interrelate: The Increasingly Busy Intersection of Advertising Self-Regulation and Litigation

National Advertising Division Annual Conference

Speaking Engagement

September 30, 2013 from 3:30 pm to 4:20 pm (EDT)

Washington, DC

New York, NY

On September 30, 2013 partner **John E. Villafranco** spoke at the National Advertising Division (NAD) Annual Conference in New York. Mr. Villafranco's session, "Self-Regulate, Litigate, How They Conflate, and Interrelate: The Increasingly Busy Intersection of Advertising Self-Regulation and Litigation" is part of the Hot Topics in Advertising Self-Regulation program. Mr. Villafranco discussed the threat of a follow-on consumer class action filing when participating in the NAD and how companies that refuse to participate can find themselves in litigation – with a competitor, plaintiff's attorney, or the FTC. He also discussed how NAD decisions are received by judges and the effect of *Dennis v. Kellogg*.

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