

Takeaways and Strategies for Factoring a More Activist FTC into Your Advertising Practices

ACI Forum on Litigating and Resolving Advertising Disputes

Speaking Engagement

June 21, 2011

Washington, DC

New York, NY

On June 21, 2011, partner John E. Villafranco spoke at the American Conference Institute's 2nd Annual Forum on Litigating and Resolving Advertising Disputes in New York, NY. Mr. Villafranco spoke with Leonard Gordon of the FTC and Edwin Shin of Welch Foods, Inc. on the panel, "Takeaways and Strategies for Factoring a More Activist FTC into Your Advertising Practices." They discussed the increased level of interest by the FTC in advertising practices, priorities under Director David Vladeck, and predictions for the types of claims that will be on their radar in the future.

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