



# Trends and Developments in Advertising, Marketing, Privacy and Data Security Law

New York CLE Seminar Series

Firm Event

September 27, 2006 from 3:00 pm to 5:00 pm (EDT)

Washington, DC

New York, NY

When promoting your company's products or services, you need to know how to lay a successful foundation for an advertising campaign, as well as follow through with a plan that is compliant with applicable laws related to:

- Claim substantiation
- Promotions
- Online marketing
- Privacy and data security

Learn more about developments in the law relating to these areas and relevant enforcement trends through a lively and interactive presentation. Kelley Drye partners will discuss how to properly substantiate your advertisements; how to identify advertisements, campaigns and business practices that the regulators, competitors, or the private bar will target; and how to litigate your claims if necessary. Several advertisements that were the subject of adversarial proceedings during the past year will be reviewed. Current trends in remedies will be discussed.

Kelley Drye partners will also discuss the changing landscape of privacy and information security laws, including laws relating to data breaches and enforcement trends regarding third party liability for the actions of your vendors and business partners.

Kelley Drye's Advertising Law practice group has a national reputation for excellence. No other firm combines our record in advertising litigation and National Advertising Division (NAD) proceedings, substantive expertise in the area of advertising, promotion marketing, and privacy and information security law, and experience at the Federal Trade Commission (FTC), the offices of State Attorneys General, and the networks.

In accordance with the requirements of the New York State Continuing Legal Education Board, this non-transitional continuing legal education program is not approved for the newly admitted attorney within the first two years of admission to the Bar.

**Related Services**

Advertising and Marketing