

Upcoming Webinars: Product and Earnings Claims in the Time of COVID-19 and Trade Association Antitrust 101

July 6, 2020

Product and Earnings Claims in the Time of COVID-19 On Wednesday, July 8, we will be holding a webinar for anyone who is currently making or plans to make product claims or earnings claims, anyone new to claims or in need of a refresher.

The FTC has recently sent warning letters to hundreds of companies for allegedly falsely implying that products can be used to treat, cure, mitigate, or prevent COVID-19. The FTC has also issued warning letters for implied earnings claims connected to the pandemic, alleging that some have overpromised on the financial opportunities available and misleadingly tied them to the pandemic. These announcements have made clear that any claim mentioning COVID-19, the pandemic, or even “these times” will be closely scrutinized.

Please join us for a webinar covering the basics of advertising product and earnings claims, and how those should be applied during the pandemic. Discussion topics include:

- Claim Substantiation and Puffery
- Express and Implied Product Claims
- Express and Implied Earnings Claims
- Enforcement Examples and Takeaways
- Monitoring Third Parties Making Claims on Your Behalf (Endorsers, Independent Distributors)
- What to do if you receive a warning letter or other enforcement action

[Register here](#)

Trade Association Antitrust 101 Please join us on July 14 for a webinar geared toward association legal counsel, executives, marketers, staff and members, participants in association activities or attendees to association meetings.

Antitrust issues are a constant concern for trade associations and their members. Competition regulators will have associations and their members under even greater scrutiny as groups work together to address the ongoing challenges presented by COVID-19. Please join us for a webinar covering the basics of antitrust compliance for association legal and compliance counsel, executives, staff and outside advisers. This webinar is designed to help association professionals and those who attend association functions identify potential antitrust issues and provide practical guidance for effective compliance programs and mitigating risk. Finally, we will talk about how to respond to

enforcement actions in the event your organization is involved in an investigation.

Discussion topics include:

- Antitrust law basics
- Best practices for associations and its membership
- Effective compliance and training programs
- Strategies for responding to warning letters or other enforcement actions

[Register here](#)

[Additional webinars will be announced soon.](#)

