

When Your Competitor Crosses the Line - Industry Self-Regulation and Litigation under the Lanham Act

Conference on Advertising Law: FTC Rules of the Road, Colorado Bar Association

Speaking Engagement

July 24, 2008

On July 24, the Colorado Bar Association CLE, legal professionals with the Federal Trade Commission and the offices of state attorneys general, private practitioners, and national business experts joined together in Denver for *Advertising Law - Rules of the Road 2008*, a one-day "back to the basics" workshop about complying with truth-in-advertising laws. A member of the faculty and planning committees, partner [John Villafranco](#) chaired this program, which featured a keynote presentation by Colorado Attorney General John W. Suthers.

John spoke on a panel titled, "When Your Competitor Crosses the Line," which addressed industry self-regulation and litigation under the Lanham Act litigation procedures. He also delivered luncheon remarks, which examined substantiation requirements for using puffery in advertising.

For more information, or to register, please [click here](#).

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