Advertising Trends in Consumer Class Actions

New York Law School

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Advertising Trends in Consumer Class Actions
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Come join the NYLS Advertising Law Group for our annual roundup of Hot Topics in Advertising Law.

2:30 p.m. – Privacy: The Large Scale Issues
Privacy concerns are at an all-time high as advertisers push the boundaries to capture consumer attention. This panel explores the current issues regarding mobile marketing, online behavioral advertising, social media and more.

Panelists: Chris Cwalina, Partner, Holland & Knight LLP; Patrick Dillon-Hughes, Technology Counsel, Google; Alysa Hutnik, Partner, Kelley Drye & Warren LLP

3:30 p.m. – Deciphering Natural Claims
Consumers willingly pay a premium for “natural” products—but what price could you pay for making a natural claim? This panel will consider the meaning of “natural” and related claims, substantiation of those claims, and review guidance on best practices for usage of such claims.

Panelists: Jennifer Fried, Senior Attorney, National Advertising Division; Randall Miller, Partner, Arnold & Porter, LLP; Laura J. Protzmann, Senior Counsel-Marketing, Unilever USA

4:25 p.m. – The Class Action, Demystified
Food, beverage, and cosmetic manufacturers are experiencing a drastic increase in consumer class action litigation. Explore the trend’s implications, the stages of a class action, and strategies to fight the class action bar.

Panelist: Larry Weinstein, Partner, Prosauker Rose LLP

5:15 p.m. – Networking Reception

Transitional and non-transitional CLE credit will be available.