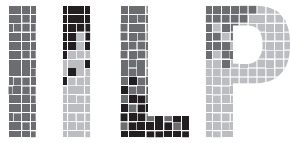


4-2-2013

# Advertising Trends in Consumer Class Actions

New York Law School



Institute for  
**INFORMATION  
LAW & POLICY**  
at New York Law School

# Advertising Trends in Consumer Class Actions

Tuesday, April 2, 2013 • 185 West Broadway, New York, NY

**Come join the NYLS  
Advertising Law Group  
for our annual roundup  
of Hot Topics in  
Advertising Law.**



**Please register at  
[www.nyls.edu/adlaw](http://www.nyls.edu/adlaw).**

For the most current  
information:

- Visit our blog:  
[adnauseamblog.org](http://adnauseamblog.org).
- Like us on Facebook.
- Follow us on Twitter:  
[@AdNauseam\\_NYLS](https://twitter.com/AdNauseam_NYLS).

## **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.*