

### Advertising Law Institute 2015

10.2015

Chicago, IL | September 17-18, 2015  
San Francisco, CA | October 15-16, 2015  
Webcast | October 15-16, 2015

New media outlets and the growing importance of social networking continue to create new challenges for advertisers, who are fighting harder than ever to preserve and increase market share and to reach their consumers effectively. This program, updated to reflect current legal trends cutting across the advertising industry, is led by an expert faculty who will provide important strategies needed to stay on top of a continually evolving digital landscape. Top in-house and firm practitioners will share their expertise and provide practical tips for managing risk and avoiding pitfalls that arise when running interactive advertising campaigns. Covering topics such as promotions and sweepstakes, mobile advertising challenges, privacy considerations, claim substantiation and more, this expansive program will equip you with the tools you need to practice advertising law today.

#### What You Will Learn

- Managing challenges posed by consumer reviews
- Special issues in music licensing
- Data collection, customer loyalty programs other digital incentives
- Tips for running a successful and compliant sweepstakes and promotions
- Enforcement priorities of regulators

*Sheppard Mullin Partner Ben Mulcahy will be speaking on Legal Issues in Branding.*

#### Special Feature

Earn one hour of Ethics credit!

#### Who Should Attend

Firm attorneys, in-house counsel, marketing executives, and allied professionals who practice in the fields of contracts, advertising, media, communications, trademark, and consumer protection law will benefit from this program.

**Click here for more details and registration information.**

## Practice Areas

Advertising

Intellectual Property

## Industries

Advertising