



## Overview

**Title:** The Law of Advertising

**Duration:** 1 hour, 3 minutes

Available On Demand

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## Summary

The CLE will focus on identifying claims and how to substantiate those claims. This interactive presentation uses a hypothetical advertising campaign to analyze legal and practical issues from the point of creation to execution. Topics will include claim identification, substantiations, trademark and copyright issues, compliance with the FTC's endorsement guidelines, right of publicity, sweepstakes, and commercial coventuring requirements. Participants will not only be able to spot legal issues in their own campaigns but should be able to provide guidance for a compliant campaign.

This valuable program is co-sponsored by the Charlotte ACC Chapter (<https://www.acc.com/chapters/charlotte/>) and the ACC Intellectual Property Network (<https://www.acc.com/committees/ipc>).



### Speakers

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**Questions:** ACC IPN members may email Irene Meroka at [i.meroka@acc.com](mailto:i.meroka@acc.com) (<mailto:i.meroka@acc.com>?subject=The%20Law%20of%20Advertising%20CLE). ACC Charlotte members may email Jane Nohr at [charlotte@accglobal.com](mailto:charlotte@accglobal.com) (<mailto:charlotte@accglobal.com>?subject=The%20Law%20of%20Advertising%20CLE).

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