

## BAA's 37th Marketing Law Conference-Walking the Line: Between Innovation and Regulation

Chicago, IL  
11.2015

Join your colleagues from the nation's leading brands and law firms at the industry's most important marketing and advertising law conference. Topics include a deep dive into multiple aspects of digital and social media, consumer reviews, on-time behavioral advertising, big data, native advertising, branded entertainment, COPPA, SAG-AFTRA, celebrity talent and sponsorship deals, all aspects of domestic and global privacy, sweepstakes, contests and games, gift/ loyalty cards, FTC/Keynote, regulated industries (alcohol beverages et al), copyright, trademark and patents, Lanham Act, class actions, COPPA/CARU and FCC, FDA, CFPB and State AG enforcement, sports deals, ambush marketing and Gamification. Advanced practical knowledge from the experts as well as sessions suitable for all levels of practice.

Last year there were 125+ Speakers and 700+ Attendees; 135 Brands in Attendance; including 40+ Brand Legal Speakers and the cream of the crop of outside counsel and numerous regulators. All attendees receive a 2,000 page Text Reference Takeaway – With The Industry's Best Networking and Major CLE credits(20 credit hours in NY and California in 2014) including for Ethics!

*Sheppard Mullin Partner Gina Ilardi will be speaking as well as Partner Ben Mulcahy, who is also a co-chair.*

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

### Practice Areas

Advertising

Intellectual Property

### Industries

Advertising