

## Product Labeling & Advertising Claims Check-Up

Webinar  
10.14.2020

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**Wednesday, October 14, 2020**

11:00 a.m. - 12:00 p.m. PT

1:00 p.m. - 2:00 p.m. CT

2:00 p.m. - 3:00 p.m. ET

### Complimentary Program

*\*Webinar details will be sent upon registration\**

**Click here to register.**

This webinar will cover litigation and regulatory trends in product labeling and advertising claims. As advertising copy evolves to reach new customers, so do litigation and enforcement theories brought by plaintiffs and the FDA. Join us for a discussion of what sellers and makers of foods and consumer products need to know now to avoid common pitfalls.

We will touch on:

- Hot topics in regulation and litigation concerning labels and ad claims, including “organic,” “no preservatives,” and “natural” claims
- Product quantity and side effects
- CBD and cannabis products
- Cross-channel and omnichannel advertising
- Product reviews and SEO copy

### Presented By:

Abby Meyer, Associate, Sheppard Mullin

Chris Van Gundy, Partner, Sheppard Mullin

Alyssa Shauer, Associate, Sheppard Mullin

## **Moderated By:**

Jay Ramsey, Partner, Sheppard Mullin

## **Continuing Legal Education (CLE)**

### **California**

This activity has been approved for Minimum 1 Continuing Legal Education credit by the State Bar of California. Sheppard Mullin Richter & Hampton LLP certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing minimum continuing legal education.

### **New York**

This program has been approved in accordance with the requirements of the New York State Continuing Legal Education Board for a maximum of 1 credit hour which may be applied toward the Areas of Professional Practice requirement and is suitable for both transitional and non-transitional attorneys.

***\*You must attend the full webinar to receive credit***

**Questions?** Contact Maricela Alfonso via email.

## **Attorneys**

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## **Industries**

Advertising

Food and Beverage

Retail, Fashion & Beauty