

### Inaugural Ad Law Symposium

Webinar  
01.27.2021

#### **Wednesday, January 27, 2021**

12:00 p.m. – 2:00 p.m. PST

2:00 p.m. – 4:00 p.m. CST

3:00 p.m. – 5:00 p.m. EST

Please join Sheppard Mullin for its inaugural Ad Law Symposium which will address many of the top legal issues facing global advertising agencies and in house advertisers. Each session will be 20 minutes long, so we encourage you to join for the entire program, or for the segments that interest you most.

#### **Immersive Experiences**

12:05 p.m. - 12:25 p.m. PST / 2:05 p.m. - 2:25 p.m. CST / 3:05 p.m. - 3:25 p.m. EST

Presented by

**Shaun Clark**, *Partner*, Sheppard Mullin

The growth of immersive technology provides brands with an opportunity to engage consumers with innovative and experiential advertising and promotions. Learn about the industries that are successfully embracing VR and AR and the legal challenges that they are facing.

#### **Hot Topics in Privacy Law for Advertisers**

12:25 p.m. - 12:45 p.m. PST / 2:25 p.m. - 2:45 p.m. CST / 3:25 p.m. - 3:45 p.m. EST

Presented by

**Liisa Thomas**, *Partner*, Sheppard Mullin

The privacy and data security landscape is rapidly evolving. More lawsuits are being brought, more regulatory scrutiny is being given, and privacy laws that impact advertisers are rapidly growing. During this session we will look at some of the hot-button issues that impact advertisers, including issues relating to behavioral advertising, mobile marketing, and more.

#### **Antitrust's Existential Crisis and the Effect on the Ad Tech Industry**

12:45 p.m. - 1:05 p.m. PST / 2:45 p.m. - 3:05 p.m. CST / 3:45 p.m. - 4:05 p.m. EST

Presented by

**Thomas Dillickrath**, *Partner*, Sheppard Mullin

With the change in administrations, both agencies charged with enforcing the antitrust laws (the FTC and the DOJ) are likely to see new leadership. Moreover, this new leadership will likely spur enhanced enforcement of the antitrust laws. The advertising industry is already squarely in the eyes of the agencies, which have already brought suit against major US companies. We will discuss possible philosophical changes at the agencies, and the likely effect on the industry.

## **Cause Marketing: The Ins and Outs of Brands Working with Charities**

1:05 p.m. - 1:25 p.m. PST / 3:05 p.m. - 3:25 p.m. CST / 4:05 p.m. - 4:25 p.m. EST

Presented by

**Rachel Tarko Hudson**, *Partner*, Sheppard Mullin

“\$5 of the purchase price will be donated to charity.” Advertising promotions to benefit charity are more and more popular. This is especially true in the current pandemic when we have all been called to help one another make it through. These types of promotions, however, are regulated by many states. We will cover the relevant requirements and possible work arounds for brands to be able to do good while also following the law.

## **Advertising and Social Media**

1:25 p.m. - 1:45 p.m. PST / 3:25 p.m. - 3:45 p.m. CST / 4:25 p.m. - 4:45 p.m. EST

Presented by

**Steven Hollman**, *Partner*, Sheppard Mullin

We will cover the source of rules on appropriate social media advertising practices (including the FTC Act, FTC rules and guidelines, Lanham Act restrictions, consumer protection laws and court decisions); some nefarious practices and instructive examples; a summary of best practices; and potential legislation which would impose greater responsibility on social media platforms.

## **Questions & Answers**

1:45 p.m. - 2:00 p.m. PST / 3:45 p.m. - 4:00 p.m. CST / 4:45 p.m. - 5:00 p.m. EST

Moderated by

**Brian Anderson**, *Partner*, Sheppard Mullin

[Click here to register.](#)

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

### **California**

This activity has been approved for Minimum 2 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 2 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. We are able to give credit for attendees of the full program but cannot offer CLE by segment.*

**Questions?** Please contact Lindsey Jacobson.

## Attorneys

Brian D. Anderson

Shaun C. Clark

Thomas Dillickrath

Steven P. Hollman

Rachel Tarko Hudson

Liisa M. Thomas

## Practice Areas

Advertising

Antitrust and Competition

Privacy and Cybersecurity

## Industries

Advertising