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Honors and Awards

Top ranked in *Chambers USA*
2013



Law Firm of the Year, National
Advertising, *U.S. News and World*
Report, 2011-2012

Announcement

Advertising Law News and Analysis will not publish next week. If you are attending the ERA D2C conference, please stop by **booth 909**. If you are attending the NAD/CARU/ERSP annual conferences, please say hello to one of the Venable attorneys attending. The newsletter will return on October 3.

News

That Didn't Take Long: FTC to Take on Native Advertising

"Native advertising" is in a neck-and-neck race with "big data" to be 2013's advertising buzzword of the year. The trade press cannot stop writing about native advertising, and publications are racing to offer the advertising model, in which marketing messages closely resemble the editorial content they accompany. There's little surprise, then, that this week the Federal Trade Commission (FTC) announced it would host a workshop on December 4 to examine native advertising and whether consumers can clearly differentiate between paid advertisements and editorial content.

[Click here](#) to read the FTC's press release announcing the Native Advertising workshop.

[Click here](#) to read an *Ad Age* article about the upcoming workshop.

Redesigned All About Advertising Law Blog Unveiled

Today, Venable relaunched its advertising law blog, www.AllAboutAdvertisingLaw.com. The redesigned blog features "responsive design," which means the advertising law insights you've come to enjoy will be easy to read and navigate, whether you read them on your laptop, iPad, smartphone, or any other device you use to navigate the internet. Ironically, the redesigned blog's first post is about native advertising.

[Click here](#) to check out the redesigned All About Advertising Law.

Cordray Discusses What's Next for CFPB

In a recent *Washington Post* Q&A, Consumer Financial Protection Bureau (CFPB) director Richard Cordray discussed what it is like to build a consumer protection agency from scratch, the challenges of regulating both bank and non-bank financial services providers, and where the CFPB will focus its attention in the near term.

[Click here](#) to read the *Washington Post's* Cordray Q&A.

See You in Vegas at ERA D2C

Venable is a proud sponsor of the Electronic Retailing Association's D2C Convention on September 24-26, 2013 in Las Vegas. Join our attorneys as they honor Venable partner **Jeffrey D. Knowles**, recipient of the ERA Lifetime Achievement Award, and present two educational sessions.



Top-Tier Firm *Legal 500*

For more information about Venable's award-winning Advertising and Marketing practice, please visit our website at www.Venable.com/Advertising-and-Marketing

Venable partner **Gregory J. Sater** will present "Beauty and Fitness: Making Your Marketing Dollars Count!" on Tuesday, September 24 from 10:30 a.m. to 11:30 a.m. PDT. In addition, Venable partner Jeffrey D. Knowles will moderate a panel titled "Don't Risk Revenue: Three R's Every Marketer Must Know" on Tuesday, September 24 from 3:45 p.m. to 4:45 p.m. PDT.

Network with other marketers before the Moxie Awards Gala at the Venable-sponsored Pre-Moxie Awards Mixer on Thursday, September 26 from 5:30 p.m. to 7:30 p.m. PDT. All Access Pass holders and guests of Venable are encouraged to attend. Expo hall pass holders who want to attend should visit Venable's booth (**#909**) to be added to the guest list.

To obtain a discounted exhibit hall pass that will allow you access to the expo as a Venable guest, click [here](#) and register using the **code E1320D26**. Today is the final day to take advantage of this discount.

If you are attending ERA D2C and are interested in scheduling a conversation with a Venable attorney, [click here](#) to send us an email.

Upcoming Events

Webinar: "Contract Manufacturing: The Papertrail"

September 24, 2013 | 1:00 p.m. – 4:00 p.m. EDT

Attend this live digital summit hosted by *Virgo Natural Products INSIDER* and hear Venable partner **Claudia A. Lewis** present an interactive presentation titled "Are Your Customer Complaints a Ticking Time Bomb? Ensuring Compliance with Dietary Supplement Adverse Event Reporting Requirements." Learn best practices for dietary supplement companies regarding adverse events requirements, recordkeeping requirements, requirements to report serious adverse events to the FDA, and the latest trends in FDA enforcement.

[Click here](#) to learn more and for complimentary registration.

NAD/CARU/ERSP Annual Conferences - New York City

September 30-October 2, 2013

The Advertising Self-Regulatory Council establishes the policies and procedures for advertising industry self-regulation, including the National Advertising Division (NAD), the Electronic Retailing Self-Regulation Program (ERSP), and the Children's Advertising Review Unit (CARU). Venable attorney **Mikhia E. Hawkins** will join a panel during the ERSP Summit titled "Direct Response: A Year in Review & What's to Come." Timely topics that will be discussed include recent developments and issues in direct response advertising and marketing, various considerations of claim substantiation, and self-regulation's role in the evolving electronic retailing industry.

[Click here](#) to learn more.

ad:tech New York – New York City

November 6-7, 2012

ad:tech spans the full ecosystem of advertising, digital marketing and technology that moves business forward. Please join Venable attorneys at our booth (**#1006**) on the show floor.

[Click here](#) to register.

35th Annual Brand Activation Association Marketing Law Conference – Chicago

November 18-20, 2013

Venable is proud to sponsor the BAA Marketing Law Conference, featuring the nation's leading speakers from the Marketing and Advertising Law Bar and from major brands and prominent regulators. Venable partner **Melissa Landau Steinman** who serves as co-chair will present a session on gift cards, coupons, and loyalty programs. Joining her as speakers at the conference are Venable partners **Po Yi** who will join a roundtable to discuss legal aspects of partnering with the media on integrated marketing programs, and **Amy Ralph Mudge** who will address how to respond when the FTC challenges advertising.

Please join Venable at these sessions and at our reception at the House of Blues on November 18.

[Click here](#) to register for the BAA Conference.

[Click here](#) to subscribe to Venable's Advertising and Marketing RSS feed and receive the Venable team's insight and analysis as soon as it is posted.

Visit Venable's advertising law blog at www.allaboutadvertisinglaw.com.

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