



HONORS AND AWARDS

Top ranked in *Chambers USA* 2013



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



Ranked top-tier among the nation's top advertising firms in the *Legal 500* guide



ADVERTISING AND MARKETING
QUICK FACTS

Nearly 70 attorneys focused on advertising and marketing law

Attorneys who have held senior positions at key regulatory agencies

An exceptional track record in pursuing and defending emergency court actions

A team—including a licensed U.S. customs broker—who can guide

ADVERTISING CLAIMS

what you say is as important as how you say it

- 9/10/2013 [Who's 'The Best'? The Legal Parameters of Puffery](#)
[Gregory J. Sater](#)
DRMA Voice
- 9/1/2013 [Legal Myth Busters](#)
[Gregory J. Sater](#)
Electronic Retailer Magazine
- 8/14/2012 [Nutrisystem's Pinterest Testimonials Found to Violate FTC Guidelines](#)
[Gregory J. Sater](#)
DRMA Voice
- 8/9/2013 [The World's Greatest Puffery Blog, Part Two](#)
[Randal M. Shaheen](#), [Amy Ralph Mudge](#)
AllAboutAdvertisingLaw.com
- 8/8/2013 [The World's Greatest Puffery Blog](#)
[Randal M. Shaheen](#), [Amy Ralph Mudge](#)
AllAboutAdvertisingLaw.com
- 8/5/2013 [How to Keep Cool with all of the Confusing Cases with 'Up To' Claims](#)
[Randal M. Shaheen](#), [Amy Ralph Mudge](#)
AllAboutAdvertisingLaw.com
- 7/29/2013 [Disclosure in #1 Tinted Moisturizer NAD Case Not the Right Match](#)
[Randal M. Shaheen](#), [Amy Ralph Mudge](#)
AllAboutAdvertisingLaw.com
- 7/24/2013 [Can We Get a Mulligan?](#)
[Randal M. Shaheen](#), [Amy Ralph Mudge](#)
AllAboutAdvertisingLaw.com
- 7/1/2013 [Nine Out of 10 Regulators Prefer Substantiated Preference Claims](#)
[Jeffrey D. Knowles](#), [Randal M. Shaheen](#)
Response Magazine
- 6/14/2013 [An Artisanal Blog on Artisanal Labeling](#)
[Randal M. Shaheen](#), [Amy Ralph Mudge](#)
AllAboutAdvertisingLaw.com

you through any cross-border trade matters

PRACTICE FOCUS

Advertising and marketing

Advertising compliance

Claims substantiation

Sweepstakes, contests and prize promotions

Mobile marketing

Internet and social media

Privacy and data security

Media, entertainment and endorsements

Advertising, marketing and IP litigation

Advertising

Internet and social media

Rights of privacy

Trademarks, copyrights and patents

Branding

Anti-counterfeiting

Consumer class actions

Proposition 65

California business and professions code

Entertainment

Self-regulatory matters

National Advertising Division (NAD)

Electronic Retailing Self-Regulation Program (ERSP)

Other alternative dispute resolution bodies

Government litigation and investigations

FTC investigations

Attorney General investigations

Other advertising-related litigation

Advertising-related consumer class actions

CAN-SPAM

State unfair and deceptive trade practices acts

REGULATORY KNOW-HOW

Federal Trade Commission

Federal Communications Commission

6/11/2013 [Advertising and Marketing Law Fundamentals for Consumer Financial Products and Services](#)
[Allyson B. Baker](#), [Randal M. Shaheen](#), [Jonathan L. Pompan](#)
Webinar

5/10/2013 ["New" Claims: There are Rules for Reboots](#)
[Randal M. Shaheen](#), [Amy Ralph Mudge](#)
[AllAboutAdvertisingLaw.com](#)

5/7/2013 [Product Demonstrations Deliver Reward...and Risk](#)
[Randall K. Miller](#), [Jeffrey D. Knowles](#)
DRMA Voice

5/1/2013 [FTC vs. POM Wonderful: Trench Warfare](#)
[Gregory J. Sater](#)
Electronic Retailer Magazine

5/1/2013 [Getting Back to the Basics](#)
[Gregory J. Sater](#)
Response Magazine

4/17/2013 [A Clean Bill of Substantiation Health: Doctor Recommended and Doctor Formulated Claims](#)
[Randal M. Shaheen](#), [Amy Ralph Mudge](#)
[AllAboutAdvertisingLaw.com](#)

4/16/2013 [Anything You Can Clean, I Can Clean Better](#)
[Gregory J. Sater](#)
DRMA Voice

3/14/2013 [Price Match Guarantees – Easy to Offer, Hard to Limit](#)
[Randal M. Shaheen](#), [Amy Ralph Mudge](#)
[AllAboutAdvertisingLaw.com](#)

3/12/2013 [Why So Negative on Negative Option?](#)
[Jeffrey D. Knowles](#), [Gary D. Hailey](#)
DRMA Voice

3/1/2013 [More Muscle Behind Fitness Consent Decrees](#)
[Gregory J. Sater](#)
Electronic Retailer Magazine

2/21/2013 ["It's My Trademark" No Defense in False Advertising Challenge](#)
[Randal M. Shaheen](#), [Amy Ralph Mudge](#)
[AllAboutAdvertisingLaw.com](#)

2/5/2013 [FTC, POM Wonderful Battle Continues](#)
[Gregory J. Sater](#)
DRMA Voice

1/28/2013 [Does Adding A Disclaimer Always Make Your Claim "Safe?"](#)
[Randal M. Shaheen](#), [Amy Ralph Mudge](#)
[AllAboutAdvertisingLaw.com](#)

Food and Drug Administration
United States Postal Service, Postal
Rate Commission
Do-Not-Call regulations
State consumer agencies
Electronic Retailing Self-Regulation
Program
Better Business Bureau, National
Advertising Division
Network broadcast standards

RELATED SERVICES

Advertising agreements
Consumer product safety
Product liability
Environmental law
Postal Service compliance
Commercial co-venture
arrangements
Antitrust and trade regulation
International trade
Law enforcement investigations
Legislative representation
U.S. Customs and homeland
security

ASSOCIATION LEADERSHIP

Venable attorneys have long-
standing relationships with many
industry associations, such as
Electronic Retailing Association
Direct Marketing Association
Interactive Advertising Bureau
Association of Postal Commerce
Promotional Marketing
Association

1/1/2013	Advertising Substantiation Standards, A Brave New World Gregory J. Sater International Research Services, Inc. Newsletter
1/1/2013	What Does It Mean To Be "As Seen on TV" Gregory J. Sater <i>Electronic Retailer Magazine</i>
11/6/2012	Unsubstantiated Weight-Loss Claims May Slim Marketers' Wallets Jeffrey D. Knowles , Gary D. Hailey <i>DRMA Voice</i>
11/1/2012	Differentiation Is Not Just in the Eye of the Marketer Jeffrey D. Knowles , Amy Ralph Mudge , Randal M. Shaheen <i>Response Magazine</i>
10/19/2012	The Scope of Liability for False Advertising Claims Maura A. Marcheski , Randal M. Shaheen , Amy Ralph Mudge AllAboutAdvertisingLaw.com
10/12/2012	Advertising to Kids - More than Just Truth and Accuracy Randal M. Shaheen , Amy Ralph Mudge AllAboutAdvertisingLaw.com
10/11/2012	No Consent Decree Is Too Old to be Enforced Gregory J. Sater <i>DRMA Voice</i>
10/1/2012	Marketing to Teens: Not All Fun and Games Gregory J. Sater , Amy Ralph Mudge <i>Electronic Retailer Magazine</i>
9/20/2012	FTC Gives the Skinny on Weight Loss Testimonials and Substantiation Maura A. Marcheski , Randal M. Shaheen AllAboutAdvertisingLaw.com
9/6/2012	"Your Baby Can Read" Case Is Instructive for Marketers Jeffrey D. Knowles , Leonard L. Gordon <i>DRMA Voice</i>
9/1/2012	A Legal Checklist for D2C Advertising Jeffrey D. Knowles , Gregory J. Sater <i>Electronic Retailer Magazine</i>
7/9/2012	FTC's Substantiation Standards Take Center Stage in Basic Research Case Jeffrey D. Knowles , Randal M. Shaheen <i>DRMA Voice</i>
7/4/2012	Use Caution When Waving The Made In USA Flag – FTC Back On Domestic Origin Beat Randal M. Shaheen , Amy Ralph Mudge AllAboutAdvertisingLaw.com

6/18/2012

[Fast Track to the FTC: Continuing a Claim with New Support After NAD Recommends Discontinuing](#)

[Amy Ralph Mudge](#)

AllAboutAdvertisingLaw.com

6/6/2012

[NAD Tells Ocean Spray To Drink Its Vegetables And That Superior Taste Test Messages Are No Laughing Matter](#)

[Randal M. Shaheen](#), [Amy Ralph Mudge](#)

AllAboutAdvertisingLaw.com

AFFILIATE MARKETING

- 3/14/2013 [FTC's Updated .com Disclosures Guidance](#)
Jonathan L. Pompan, Ellen Traupman Berge
DM Confidential
-
- 3/1/2013 [What Lead Generators Need to Know About the Consumer Financial Protection Bureau \(CFPB\)](#)
Jonathan L. Pompan
LeadsCon 2012
-
- 2/8/2013 [CFPB to Focus on Use of Social Media](#)
Jonathan L. Pompan
AllAboutAdvertisingLaw.com
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- 2/7/2013 [Extra! Extra! Marketer Using Fake News Sites Has No Immunity from FTC](#)
Leonard L. Gordon, Maura A. Marcheski
AllAboutAdvertisingLaw.com
-
- 12/11/2012 [Telemarketing, E-mail, and Text Message Marketing: Tips to Avoid Lawsuits](#)
Ari N. Rothman, Molly T. Cusson, Jonathan L. Pompan
LeadsCouncil Webinar
-
- 11/1/2012 [The More Things Change, The More They Stay the Same: Applying Section 5 to Emerging Marketing Practices](#)
Lisa Jose Fales, Ellen Traupman Berge
Antitrust Magazine
-
- 10/23/2012 [Update on Legal, Regulatory Developments in Lead Generation Advertising](#)
Jonathan L. Pompan, Alexandra Megaris
LeadsCouncil Presentation
-
- 5/1/2012 [Appellate Court Ruling Changes Game for E-Mail Campaigns](#)
Jeffrey D. Knowles, Ari N. Rothman
Response Magazine
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- 4/1/2012 [CFPB Warns of Service Provider Scrutiny](#)
Jonathan L. Pompan
Client Alert
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- 3/15/2012 [Commercial Email Advertisements Using Both Proxy/Private Registered Domains and Generic "From" Lines Deemed Unlawful](#)
J. Douglas Baldrige, Ari N. Rothman
Client Alert
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- 2/8/2012 [Understanding the Legal Issue in Social Networking](#)
Melissa Landau Steinman
Knowledge Congress Webinar
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- 2/1/2012 [Evolving Legal and Regulatory Landscape for Lead Generation](#)
Jonathan L. Pompan
LeadsCon 2012
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BRAND PROTECTION

- 4/29/2013 [Locked Up Like Lindsay Lohan: Name-Dropping Remains Protected in Art and Music](#)
Randal M. Shaheen, Amy Ralph Mudge
AllAboutAdvertisingLaw.com
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- 3/1/2013 [Protect Your Brand Against New Top-Level Domain Names](#)
Janet F. Satterthwaite, Jacqueline Levasseur Patt
Client Alert
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- 8/1/2013 [Cooperation Drives Positive Developments in Bilateral Brand Protection](#)
Marcella Ballard, Lindsay B. Meyer, Justin E. Pierce, Amanda C. Blunt
Client Alert
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- 7/1/2013 [Brand Protection: What You Don't Know Can Hurt You](#)
Jeffrey D. Knowles, Roger A. Colaizzi
Electronic Retailer Magazine
-
- 5/1/2013 [Guidelines for Protecting Company Trade Secrets](#)
Armand J. Zottola, Robert F. Parr
Client Alert
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- 4/1/2013 [Smartphones Spotlight Design Patents](#)
Jeffrey D. Knowles, Steven J. Schwarz
Electronic Retailer Magazine
-
- 12/4/2012 [NuWave Over-Cooks IP Lawsuit vs. Super Wave](#)
Gregory J. Sater
DRMA Voice
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- 12/1/2012 [Color or Colour? Color Trademarks Treated Differently in US and EU](#)
Janet F. Satterthwaite, Jacqueline Levasseur Patt
House Marques
-
- 10/18/2012 [Nontraditional Marks and the Careful Selection of Forum, Infringing Articles and Even Media By Brand Owners Can "Make or Break" the Winning Strategy](#)
Marcella Ballard
Client Alert
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- 9/1/2012 [A Legal Checklist for D2C Advertising](#)
Jeffrey D. Knowles, Gregory J. Sater
Electronic Retailer Magazine
-
- 8/6/2012 [Protecting Your Intellectual Property – Monitoring Licensees' Use of Your Trademarks in Advertising Claims](#)
Randal M. Shaheen, Amy Ralph Mudge
Association of Corporate Counsel
-
- 8/2/2012 [The \\$60 Million iPad Trademark Lesson Applies to All Brands](#)
Andrew D. Price, Justin E. Pierce
AllAboutAdvertisingLaw.com
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7/1/2012

[Counterfeiting: Why We Should Care and What We Can Do](#)

[Gregory J. Sater, Christopher S. Crook](#)

Electronic Retailer Magazine

5/22/2012

[IP: A New Way to Pay for Intellectual Property Infringement Litigation](#)

[Gregory J. Sater](#)

Inside Counsel

DOT COM DISCLOSURES

- 7/23/2013 [FTC Tells Search Engines and Social Media Sites: "You Got to Keep 'Em Separated"](#)
[Amy Ralph Mudge](#)
AllAboutAdvertisingLaw.com
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- 4/16/2013 [The FTC's Revised .com Disclosures Guide: What Third Party Advertisers and Lead Generators Need to Know](#)
[Jonathan L. Pompan](#), [Ellen Traupman Berge](#)
LeadsCouncil Webinar
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- 3/14/2013 [FTC's Updated .com Disclosures Guidance](#)
[Jonathan L. Pompan](#), [Ellen Traupman Berge](#)
DM Confidential
-
- 2/7/2013 [Extra! Extra! Marketer Using Fake News Sites Has No Immunity from FTC](#)
[Leonard L. Gordon](#), [Maura A. Marcheski](#)
AllAboutAdvertisingLaw.com
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- 12/20/2012 [Ensuring Privacy and Compliance in the World of Children's Apps: A Brief Guide to the FTC's Second Report on Mobile Apps for Kids](#)
[Kelly A. DeMarchis](#), [Kristen R. Brown](#)
AllAboutAdvertisingLaw.com
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- 2/8/2012 [Understanding the Legal Issue in Social Networking](#)
[Melissa Landau Steinman](#)
Knowledge Congress Webinar
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MARKETING OF FDA-REGULATED PRODUCTS

- 8/13/2013 [Food for Thought: Understanding FDA's Proposed Rules for Importers of Food and Dietary Supplements and How They May Impact Your Business](#)
Lindsay B. Meyer, Ashley W. Craig, Matthew R. Rabinowitz, Claudia A. Lewis, Michelle C. Jackson, Todd A. Harrison, Ralph S. Tyler, John G. Moore
Client Alert
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- 8/1/2013 [FDA Serves Up Another Helping of Draft Guidance on Medical Foods](#)
David G. Adams, Todd A. Harrison, Claudia A. Lewis, Ralph S. Tyler, Michelle C. Jackson, John G. Moore, Erin E. Seder
Client Alert
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- 7/19/2013 [The FTC's Head Scratcher on FDA Pre-Approval](#)
Leonard L. Gordon
AllAboutAdvertisingLaw.com
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- 4/8/2013 [USDA Releases Draft Guidance on the Definition of Natural vs. Synthetic](#)
Claudia A. Lewis, Erin E. Seder
AllAboutAdvertisingLaw.com
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- 2/28/2013 [FDA Warning Letter Makes Shout-Out to Facebook](#)
Todd A. Harrison, Erin E. Seder
AllAboutAdvertisingLaw.com
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- 12/1/2012 [Off-Label Marketing Protected by First Amendment](#)
David G. Adams, Todd A. Harrison, Claudia A. Lewis, Ralph S. Tyler, Matthew R. Rabinowitz
White Paper
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ENVIRONMENTAL MARKETING CLAIMS

- 9/3/2013 [It's Not Easy to "Act Naturally"](#)
Leonard L. Gordon
AllAboutAdvertisingLaw.com
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- 12/1/2012 [An Overview of the FTC's New and Improved Green Guides](#)
Randal M. Shaheen, Amy Ralph Mudge
The Antitrust Source
-
- 12/1/2012 [It's Easier Being Green](#)
Jeffrey D. Knowles, Amy Ralph Mudge, Randal M. Shaheen
Electronic Retailer Magazine
-
- 10/3/2012 [New FTC "Green Guides" Provision Sets Standards for the Use of Associations' Environmental Certifications and Seals of Approval in Advertising](#)
Gary D. Hailey
Client Alert
-
- 10/2/2012 [The Final Green Guides Are Here](#)
Leonard L. Gordon, Maura A. Marcheski, Randal M. Shaheen, Amy Ralph Mudge
AllAboutAdvertisingLaw.com
-
- 9/1/2012 [Release of Study Leaves Marketers Wondering Just What FTC is "Up To"](#)
Jeffrey D. Knowles, Gregory J. Sater
Response Magazine
-
- 7/10/2012 [Free The Green Marketing Guides! Green Claims Continue To Dominate Marketplace](#)
Randal M. Shaheen, Amy Ralph Mudge
AllAboutAdvertisingLaw.com
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NEGATIVE OPTION MARKETING

3/12/2013 [Why So Negative on Negative Option?](#)
Jeffrey D. Knowles, Gary D. Hailey
DRMA Voice

7/1/2012 [FTC Describes What it Wants to See in Negative Options](#)
Gregory J. Sater
Electronic Retailer Magazine

SOCIAL MEDIA

- 7/30/2013 ["We Are Never, Ever, Ever Getting Back Together" Without Contest Rules in Place](#)
Maura A. Marcheski
AllAboutAdvertisingLaw.com
-
- 4/23/2013 [Shutting Down Charitable Sweeps: New Florida Law Has Potential Effect on Cause Marketers](#)
Melissa Landau Steinman, Kristalyn J. Loson
AllAboutAdvertisingLaw.com
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- 2/28/2013 [FDA Warning Letter Makes Shout-Out to Facebook](#)
Todd A. Harrison, Erin E. Seder
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- 2/8/2013 [CFPB to Focus on Use of Social Media](#)
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- 2/7/2013 [Extra! Extra! Marketer Using Fake News Sites Has No Immunity from FTC](#)
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- 12/20/2012 [Ensuring Privacy and Compliance in the World of Children's Apps: A Brief Guide to the FTC's Second Report on Mobile Apps for Kids](#)
Kelly A. DeMarchis, Kristen R. Brown
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- 12/20/2012 [It's Beginning to Look a Lot Like...COPPA](#)
Emilio W. Cividanes, Stuart P. Ingis, Julia Kernochan Tama
AllAboutAdvertisingLaw.com
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- 8/14/2012 [Nutrisystem's Pinterest Testimonials Found to Violate FTC Guidelines](#)
Gregory J. Sater
DRMA Voice
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- 6/25/2012 [Twitter "Advertising" Disclosures An Issue In The UK As Well](#)
Guest Blogger
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- 2/8/2012 [Understanding the Legal Issues in Social Networking](#)
Melissa Landau Steinman
Knowledge Congress Webinar
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SPOKESPERSON AGREEMENTS

6/12/2012 [Ferris Bueller's Teacher Gets The Day \(And More Off\): Sues Over Endorsement Contract](#)
[Randal M. Shaheen](#), [Amy Ralph Mudge](#)
AllAboutAdvertisingLaw.com

5/1/2012 [Court Refuses to Dismiss Celebrity Endorsement Breach Of Contract Case](#)
[Randal M. Shaheen](#), [Amy Ralph Mudge](#)
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TESTIMONIALS AND ENDORSEMENTS

- 9/1/2013 [Legal Myth Busters](#)
Gregory J. Sater
Electronic Retailer Magazine
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- 8/14/2013 [Nutrisystem's Pinterest Testimonials Found to Violate FTC Guidelines](#)
Gregory J. Sater
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- 7/1/2013 [Nine Out of 10 Regulators Prefer Substantiated Preference Claims](#)
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- 4/17/2013 [A Clean Bill of Substantiation Health: Doctor Recommended and Doctor Formulated Claims](#)
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- 9/20/2012 [FTC Gives the Skinny on Weight Loss Testimonials and Substantiation](#)
Maura A. Marcheski, Randal M. Shaheen
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- 5/8/2012 [Endorsements From Regular People Are Powerful, but Mind the FTC's Guidelines](#)
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- 2/8/2012 [Understanding the Legal Issues in Social Networking](#)
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