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Honors and Awards

**2011 Chambers USA
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 News and World
 Report**

SPECIAL DISCOUNT: We're pleased to offer Venable clients and friends a special discount on registration at the Promotion Marketing Association's Annual Meeting. Please use the code: vnblelawguest2011 when registering to receive \$100 off. [Go here](#) for more information and to register.

News**Consumer Groups Ask FTC to Investigate PepsiCo's Teen Marketing**

On Wednesday, four consumer groups filed a complaint urging the FTC to investigate marketing tactics and techniques used by Frito-Lay, a PepsiCo brand, during a recent marketing campaign for Doritos.

The [complaint](#), which was filed by The Center for Digital Democracy, Consumer Action, Consumer Watchdog and The Praxis Project, alleges that Frito-Lay "disguised" the advertising campaign by incorporating marketing messages into immersive experiences such as video games, concerts and other activities. The groups also accuse the company of using viral marketing techniques, which violate the FTC's [Guides Concerning the Use of Endorsements and Testimonials in Advertising](#), and of collecting a broad array of personal information without "meaningful notice and consent."

On the same day, the National Policy and Legal Analysis Network to Prevent Childhood Obesity released a report, available [here](#), examining new trends in digital marketing by food and beverage companies.

[Go here](#) to read coverage of the complaint and report in the Healthwatch Blog published by *The Hill*.

U.S. / Canadian Consumer Protection Officials Talk Privacy at Web 2.0 Summit

David Vladeck, Director of the FTC's Bureau of Consumer Protection, and Ann Cavoukian, Information and Privacy Commissioner of the Province of Ontario, Canada, had strong warnings for attendees during a panel at the Web 2.0 Summit held in San Francisco this week.

Both regulators told the audience that privacy and data protection cannot be an afterthought for businesses, even small ones without an in-house legal department.

Vladeck recommended best practices for companies and highlighted Internet companies' collection of data from minors and other areas of special interest to the FTC during his comments.

Cavoukian recommended that attendees use a resource created by her agency called "[Privacy by Design](#)" to familiarize themselves with best practices in the area.

[Go here](#) to read coverage of the panel by *PC World*.

Orbitz Pays DOT \$60K for Deceptive Advertising

Earlier this week, the U.S. Department of Transportation fined online travel agency Orbitz \$60,000 for violating rules prohibiting deceptive advertising. DOT, which regulates air-fare-related advertising, claimed that Orbitz failed to adequately disclose information about taxes and fees associated with fares and also displayed low fares that were no longer available.

If other violations, such as code-share disclosures and accessibility issues are included, DOT has assessed \$4.8 million in fines in 49 consent orders since Jan. 1, 2011.

[Go here](#) to read coverage of the fine in MSNBC's Overhead Bin Blog.

[Go here](#) to read DOT's press release, which contains a hyperlink to the consent order.



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

Upcoming Events

ACC Annual Meeting - Denver

October 23-26, 2011

Emilio W. Cividanes, Stuart P. Ingis, James E. Nelson, and Jeffrey S. Tenenbaum will present sessions at the meeting.

ACI Social Media - New York City

October 26-27, 2011

Roger A. Colaizzi will be speaking at this event.

"Getting Your Fair Share: How To Prevent Royalty Underpayments Venable Video Webinar"

October 26, 2011

Joshua J. Kaufman will co-present the panel discussion.

ETA Compliance Day - Chicago

October 27, 2011

Jeffrey D. Knowles will be speaking at this event.

Council for Resource Development Annual Conference - Washington, DC

November 11, 2011

Melissa Landau Steinman will be speaking about social media risk management.

33rd Annual PMA Marketing Law Conference - Chicago

November 15-16, 2011

Thomas A. Cohn, Claudia A. Lewis, Roger A. Colaizzi and **Melissa Landau Steinman** will present sessions at the conference.

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