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Honors and Awards

Law Firm of the Year, National Advertising, *U.S. News and World Report*, 2012 and 2014

Announcement

Join Venable's **Advertising and Marketing Practice Group** for "Connecting the Dots: An Advertising Law Symposium" on Tuesday, March 11 from 8:00 a.m. to 5:15 p.m. ET at Vanderbilt Suites in New York City.

This full-day, CLE program will tackle advertising law hot topics, including comparative claims, native advertising, social and digital media, and celebrity endorsements. Hear from seasoned litigators, advertising and marketing executives, and top representatives from key regulatory enforcement bodies, including the Federal Trade Commission and Food and Drug Administration.

Complimentary breakfast and lunch will be served with a cocktail reception to immediately follow the program.

[Click here](#) to learn more and register.

Analysis**NAD Weighs in on Native Advertising...Again**

These days, write Venable partners **Amy Ralph Mudge** and **Randal M. Shaheen** in a recent blog post, there seem to be two types of advertisers: those engaged in "native advertising" and those whose marketers are plotting to launch a "native" campaign.

Both the Federal Trade Commission (FTC) and the National Advertising Division of the Council of Better Business Bureaus (NAD) have shown interest in the proliferation of native advertising, with NAD issuing several decisions about specific campaigns. The self-regulatory group's most recent decision addresses not brand integration, the most common type of native advertising, but a publisher using its print publication to launch a line of branded fitness products. However, the decision's take-aways concerning clear, conspicuous, and contiguous disclosures provide actionable insights for any marketer.

[Click here](#) to read the full text of the post by Mudge and Shaheen on Venable's advertising law blog, www.allaboutadvertisinglaw.com

[Click here](#) to read NAD's press release about the *Shape* magazine decision.

Courts Chew on Intersection of FDA Labeling Regs and Private Causes of Action

The Federal Food, Drug, and Cosmetic Act and the Nutrition Labeling and Education Act of 1990, along with all of their corresponding regulations, create a complex and uniform system of food labeling requirements. Although neither of these statutes provides for a private right of action, write Venable attorneys **Jessie F. Beeber** and **Sarah J. Abramson** in a recent post to Venable's advertising law blog, a growing number of consumer class actions and other claims are being brought, under both federal and state law, based on alleged violations of federal food labeling regulations. This has forced courts to consider complicated questions of preemption and statutory interpretation as well as the proper balance of authority between the federal courts and the Food and Drug Administration (FDA).

In the post, Beeber and Abramson discuss two recent court opinions that provide a glimpse into how the courts are currently grappling with these issues.

[Click here](#) to read the full text of the post by Beeber and Abramson on Venable's advertising law blog, www.allaboutadvertisinglaw.com



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

[Click here](#) to read the Order in *Rahman v. Mott's LLP*.

[Click here](#) to read the Opinion and Order in *Koenig v. Boulder Brands, Inc., et al.*

Bills on the Hill Target Federal Copyright and Trade Secret Law

A number of bills under consideration in the 113th Congress would establish or significantly amend certain federal statutes related to the protection, enforcement, and exploitation of trade secrets or copyrights. Some of the legislation, write Venable attorneys [Armand "A.J." Zottola](#) and [Robert F. Parr](#) in a recent client alert, aims to establish a private right of action for trade secret theft under federal law or to prevent or deter trade secret theft through cyber attacks. Other bills would repeal or leverage certain compulsory copyright license fees or modify copyright laws relating to public performance rights and anticircumvention of technological access controls on consumer devices.

If signed into law, Zottola and Parr write, these bills would have important implications on a wide range of interested parties, including performing artists and entertainment industry or content right stakeholders, as well as any business intent on exerting greater control over its trade secrets.

[Click here](#) to read the full text of the client alert authored by Zottola and Parr.

Upcoming Events

[International Association of Privacy Professionals Global Summit - Washington, DC](#)

March 5-7, 2014

Venable is a proud sponsor of IAPP, the annual conference where more than 1,000 privacy, data protection, and security professionals from around the globe convene. Join Venable partner [Stuart P. Ingis](#) for a legislative update on March 6 at 12:15 p.m. ET. Also, meet [Venable's Privacy and Data Security Practice Group](#) on the show floor at booth #35.

[Click here](#) to learn more and register.

[Engredea and Natural Products Expo West - Anaheim, CA](#)

March 6-9, 2014

These two conferences bring together the community of leading suppliers and manufacturers to source new ingredients, packaging, technologies, equipment, and services in the global nutrition industry. Join Venable partners [Todd A. Harrison](#) and [Claudia A. Lewis](#) on Friday, March 7 at 1:30 p.m. PT as they present "Give Me a Break, is that Really a Disease Claim?" Visit [Venable's Food and Drug Practice Group](#) on the Engredea show floor at booth #262.

To schedule a meeting with an attorney in the Food and Drug Practice Group, [click here](#).

[Click here](#) to learn more and register.

[Merchant Acquirer's Committee Conference – Las Vegas, NV](#)

March 11-13, 2014

Venable is a platinum sponsor of the premier payments industry risk conference hosted by the Merchant Acquirer's Committee (MAC). Don't miss the conference's opening keynote presented by Venable partner and former U.S. Congressman [Bart Stupak](#) on March 11 at 8:40 a.m. PT. He will address self-regulation, the best practices of self-regulation, and how an industry can suffer if the government intervenes.

[Click here](#) to learn more and register.

[American Advertising Federation's Advertising Day on the Hill – Washington, DC](#)

March 12, 2014

AAF is the nation's oldest national advertising trade association, and the only association representing all facets of the advertising industry. As a proud silver sponsor of this year's Advocacy & Action: Advertising

Day on the Hill program, Venable partner [Stuart P. Ingis](#) will join Congressional leadership and AAF members from 27 states and 13 of AAF's 15 districts as a featured speaker.

[Click here](#) to learn more and register.

[LeadsCon – Las Vegas, NV](#)

March 25-26, 2014

LeadsCon is the definitive conference for vertical media and direct response marketing. Venable partner [Jonathan L. Pompan](#) will moderate "Lead Generation Legal and Regulatory Outlook: Avoiding Pitfalls and Seizing Opportunities" on Wednesday, March 26 at 11:20 a.m. PT. Timely topics that will be discussed include pitfalls to avoid when working in such markets as legal services, mortgage, consumer and student loans, and debt relief. Attendees will also hear the latest trends in government enforcement and law enforcement actions.

[Click here](#) to learn more and register.

[ad:tech – San Francisco, CA](#)

March 26-27, 2014

ad:tech San Francisco is the leading digital media event where more than 8,500 marketing and technology professionals from all over the world convene. Visit Venable attorneys on the show floor at booth #2314. Register now and enjoy a 25% discount off your registration as a Venable guest by entering promotion code **EXH25SF14**.

To schedule a meeting with one of our attorneys, [click here](#).

[Click here](#) to learn more and register.

[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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