

**Issue Editors**

Jeffrey D. Knowles
jdknowles@Venable.com
202.344.4860

Roger A. Colaizzi
racolaizzi@Venable.com
202.344.8051

Gary D. Hailey
gdhailey@Venable.com
202.344.4997

Gregory J. Sater
gjsater@Venable.com
310.229.0377

In This Issue

Jeffrey D. Knowles
jdknowles@Venable.com
202.344.4860

Andrew J. Currie
ajcurrie@Venable.com
410.244.7603

Jessica L. Grant
jgrant@Venable.com
415.653.3736

Stephen E. Marshall
semarshall@Venable.com
410.244.7407

Bruce R. Parker
brparker@Venable.com
410.244.7534

Gregory J. Sater
gjsater@Venable.com
310.229.0377

Paul F. Strain
pfstrain@Venable.com
410.244.7717

Robert P. Davis
rpdavis@Venable.com
202.344.4514

Honors and Awards

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

News

Leading Product Liability Litigator Jessica Grant Joins Venable's SF Office

Venable announced this week that prominent California products liability litigator **Jessica L. Grant** has joined the firm's team of first-chair trial lawyers as a partner in the San Francisco office. Grant, a two-time recipient of the prestigious California Lawyer Attorney of the Year Award, focuses her practice on product liability, class actions, and other commercial litigation matters. She represents clients in the technology, telecom, pharmaceutical, and automotive industries.

At Venable, Grant joins one of the most distinguished product liability groups in the country. The group is currently involved in some 6,000 product liability cases nationwide and serves as lead counsel for pharmaceutical and device manufacturers in federal multidistrict litigation and state court coordinated proceedings in Arkansas, California, Minnesota, New Jersey, Pennsylvania, and New York. The firm was recently shortlisted for the coveted **Chambers USA Award for Excellence in Product Liability**, and three of the firm's product liability partners – **Paul F. Strain**, **Bruce R. Parker**, and **Stephen E. Marshall** – received top-band recognition in the just-published 2014 edition of *Chambers USA*.

Click here to [read the Venable press release announcing Grant's arrival](#).

FindTheBest's 1-2 Punch KOs Patent Troll

Threatened litigation and lawsuits filed by "non-practicing entities," also known as "patent trolls," are a nuisance to established brands and start-ups alike. However, according to a recent *Ars Technica* story, a May 30 U.S. District Court decision in the Southern District of New York took the spring out of at least one patent troll's step.

Last year, Lumen View sued FindTheBest, alleging infringement of a patent owned by Lumen View, and sought a \$50,000 "licensing fee" to settle the litigation. FindTheBest refused to settle and the case when to litigation. The judge invalidated Lumen View's patent last November, and applied the standard the U.S. Supreme Court adopted in its recent *Octane Fitness* decision, ruling that Lumen View must pay FindTheBest's legal expenses.

[Read the full text of the Ars Technica story here.](#)

Want more detail? [Read the judge's ruling here.](#)

Click here to [read Venable's take on the Octane Fitness decision](#).

Analysis

The Other Ski Boot Drops – You Shouldn't Collude Over Endorsers Either

It's old news that the Federal Trade Commission (FTC) and the Antitrust Division of the Department of Justice take an interest when competitors agree not to recruit each other's employees. But that's not the end of the story, write Venable attorneys **Gregory J. Sater** and **Robert P. Davis** in a recent post to Venable's advertising law blog. After May 19 FTC settlements with two ski manufacturers, companies are on notice that the Commission won't tolerate agreements among competitors not to solicit each other's endorsers.

[Read the full text of the blog post by Sater and Davis.](#)

Want more detail? [Read the FTC's press release and consent orders.](#)



Top ranked in *Chambers USA* 2014



Top-Tier Firm *Legal 500*

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When the Party's Over, It Pays to Understand Bankruptcy

No one wants to talk about bankruptcy, write Venable partners [Andrew J. Currie](#) and [Jeffrey D. Knowles](#) in the May edition of *Response Magazine*, but in the volatile advertising and marketing industry, it is something you will likely have to discuss eventually. Whether contending with the insolvency of a supplier or of your own organization, they write, it is critical to have a plan and to understand what bankruptcy is, what it isn't, and how the process works.

Read the full text of their article and [learn what all companies need to know about bankruptcy](#).

FTC Continues Targeting Weight-Loss Claims, Fake News Sites

In a move that should come as a surprise to no one, weight-loss claims and testimonials of dubious origin are favorite targets of the FTC, writes Venable partner [Gregory J. Sater](#) in the June issue of the *DRMA Voice*. To illustrate his point, Sater discusses the complaint filed by the Commission in May targeting several companies and individuals engaged in the online marketing of a dietary supplement called "Pure Green Coffee."

The complaint highlights three common issues that, if you follow online advertising, you can probably guess faster than you can say "acai berry." Now that online advertising spending surpasses TV ad spending, Sater writes, marketers can expect more FTC cases like this one calling for more transparency and superior claims-substantiation.

Read the full text of Sater's column to [learn more about the three issues the FTC targeted](#).

Upcoming Events

[HBA Global Expo – New York, NY](#) June 10-12, 2014

HBA is the only B2B event that provides the top personal care and beauty manufacturers with the entire spectrum of new ingredients, solutions, supplier resources as well as world-class education to help bring new products and innovate concepts to market.

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

[Internet Retailer Conference & Expo – Chicago, IL](#) June 10-13, 2014

Creating a bond between a retailer and a customer has never been easier – or harder – than it is today. The effort to bond with customers is worth it – regular customers buy more and are bigger evangelists for your brand. The trailblazers of e-commerce come together at the world's largest e-commerce event to share their expertise in this field. This diverse group of 200+ experts represents all areas of the industry, ensuring the agenda at IRCE has wide appeal.

[ABA Section of Antitrust Law West Coast Networking Event – Los Angeles, CA](#) June 12, 2014

Join Venable partner [Jessie Beeber](#) for a networking reception for lawyers in the Los Angeles area who are interested in advertising, consumer protection and privacy law issues. Please also extend this invitation to any of your colleagues who might be interested in getting together, networking, and learning more about ADL, CP and PRIS.

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

[1st Annual BBB Self-Regulation Conference – Washington, DC](#) June 24, 2014

Join Venable partner [Amy Ralph Mudge](#) at the Council of Better Business Bureaus' first annual Self-Regulation Conference. Together with the University of Virginia's Darden School of Business, the BBB has created a one-of-a-kind conference engaging business leaders, thought leaders, regulators, legislators, associations and self-regulation practitioners.

[Click here for more information and to 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.

CALIFORNIA DELAWARE MARYLAND NEW YORK VIRGINIA WASHINGTON, DC

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