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Advertising, *U.S. News and World***Analysis****Bet You Didn't Hear This About Dr. Oz's Visit to Congress**

Dr. Mehmet Oz's testimony before a Senate subcommittee last month drew an audience and delivered some fireworks, write Venable attorneys **Amy Ralph Mudge**, **Randal M. Shaheen**, **Mark S. Goodrich**, and summer associate **Thai Nguyen*** in a recent post to Venable's advertising law blog.

In addition to a grilling of Dr. Oz, the hearing delivered numerous insights from government regulators and industry self-regulatory groups that will be of interest to dietary supplement marketers, broadcasters, and internet advertisers. [Read the blog post to separate the substance from the circus.](#)

* *Thai Nguyen is a Venable summer associate and not admitted to practice law.*

Don't be Blinded by the Risks of Celebrity Ad Campaigns

It should come as no surprise to marketers when a celebrity wants to control the right of third parties to use his or her likeness in advertising or commerce, write Venable attorneys **Melissa Landau Steinman** and **Tiffany M. Nichols** in a recent post to Venable's advertising law blog. However, it may be surprising just how far right of publicity litigation has moved beyond targeting unauthorized use of the "likeness" or image of a celebrity.

Read the blog post to [learn about emerging risks in celebrity-based advertising and marketing campaigns.](#)

It Pays to Watch Your Back End

There was a time when marketers only had to be concerned about regulatory oversight of their facial advertising claims. Those days, write Venable partners **Jeffrey D. Knowles** and **Leonard L. Gordon** in the January edition of the *DRMA Voice*, are long gone. Today, federal and state law enforcers pay just as much, if not more, attention to marketers' so-called "back-end" practices.

Wondering what business practices are most likely to attract the wrong kind of attention, and what marketers can do to avoid trouble? [Read the column by Knowles and Gordon.](#)

Think Twice About Claims in Kid-Directed Ads

Marketers who feel comfortable with the rules of the road for consumer product advertising may have a false sense of security when it comes to advertising directed at children, writes Venable partner **Gregory J. Sater** in the July edition of *Electronic Retailer* magazine.

In the article, Sater analyzes recent Children's Advertising Review Unit (CARU) decisions to highlight advertising claims that would be perfectly acceptable in ads directed at adult audiences, but caused big problems when directed at children. CARU is the Council of Better Business Bureaus' self-regulatory body for child-directed advertising.

If you want to know why catching footballs, flying helicopters, and hitting like Derek Jeter caused problems for marketers, [click here to read Sater's column.](#)

Upcoming Event**NBJ Summit - St. Regis Resort, Dana Point, CA**
July 22-25, 2014



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The NBJ Summit is the premier leadership event for progressive nutrition industry CEOs, investors, and thought leaders.

It attracts over 300 of the nutrition industry's brightest minds and most influential power brokers for unparalleled education, strategic thinking, and discussion on the progress, opportunities, and challenges facing the industry.

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

2014 ERA D2C Convention - Las Vegas, NV

September 16-18, 2014

Venable is a proud sponsor of the [Electronic Retailing Association's D2C Convention](#) taking place September 16-18, 2014 in Las Vegas. Please join our attorneys at Venable's booth in the exhibit hall and at the Venable-hosted Pre-Moxie Awards reception.

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 **EX11775**.

[Click here for more information.](#)

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

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