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**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

**Jonathan L. Pompan**  
jlpompan@Venable.com  
202.344.4383

**Gregory J. Sater**  
gjsater@Venable.com  
310.229.0377

**Eric S. Berman**  
esberman@Venable.com  
202.344.4661

**Kristen R. Brown**  
krbrown@Venable.com  
202.344.4468

**Alexandra Megaris**  
amegaris@Venable.com  
212.370.6210

**Honors and Awards**

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

**Event**

## Venable Announces 2014 Intellectual Property Symposium

On Wednesday, September 10, Venable will host a half-day IP law symposium at the firm's Washington, DC office. Venable attorneys, in-house counsel, and academics will discuss emerging trends and best practices in areas such as trademarks, patents, licensing, copyright, and effectively settling IP litigation. There is no fee to attend the event and CLE credit may be available, depending on your State Bar's requirements.

[Learn more about the event, view the full agenda, and register.](#)

**News**

## Eric Berman's Arrival at Venable Adds Depth to Advertising, Antitrust Practices

Venable announced this week that noted advertising and antitrust attorney **Eric Berman** has joined the firm's Washington, DC office. Berman focuses his practice on consumer protection matters regulated by the Federal Trade Commission (FTC), including working with companies in the home building and construction products, health, weight loss, dietary supplement, and nutrition sectors. He frequently counsels businesses on advertising issues such as claim interpretation, substantiation, and comparative advertising to ensure compliance with FTC trade regulation rules, state laws, and decisions by self-regulatory bodies, such as NAD and NARB.

"Venable has long been known for its elite advertising and marketing practice – the firm represents many of the nation's leading merchants and branded consumer companies on sensitive matters, including best practices and staying out of regulators' crosshairs," Berman said in Venable's press release. "I am very pleased to be joining a firm with such a sophisticated and well-rounded foundation for antitrust and consumer protection."

[Read Venable's press release announcing Berman's arrival.](#)

Read Berman's biography to [learn more about his practice.](#)

## FTC Approves iKeepSafe COPPA Safe Harbor Program

On August 6, the FTC announced that it had approved the Children's Online Privacy Protection Act (COPPA) safe harbor program proposed by the Internet Keep Safe Coalition (iKeepSafe).

The safe harbor provision of the COPPA Rule encourages industry members and others to develop their own COPPA oversight programs. These "safe harbor" programs are intended to provide flexible and efficient mechanisms to ensure website operators comply with the COPPA Rule, which regulates online sites and services directed at children under the age of 13.

According to the FTC's press release, website operators that participate in these self-regulatory programs will be subject to the review and disciplinary procedures provided in the program's guidelines in lieu of formal FTC investigation and law enforcement.

Read the FTC's press release to [learn more about COPPA and safe harbor programs.](#)



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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](http://www.Venable.com/Advertising-and-Marketing)

## FTC Wants More Disclosures from Mobile Shopping Apps

On August 1, the FTC published a staff report on mobile shopping apps. After examining more than 120 mobile shopping apps, the staff report concluded that many apps do not provide important disclosures to consumers before they download the program to their mobile devices. The report also includes FTC recommendations on steps marketers should take to strengthen apps' disclosures.

Read the report to [learn what disclosures the FTC expects in mobile shopping apps](#).

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### Analysis

## Venable Takes Stock as CFPB Exits the Terrible Twos

In July, the Consumer Financial Protection Bureau (CFPB) celebrated its third birthday, and after 56 rules, 34 final judgments, and more than 400,000 consumer complaints, Venable attorneys [Jonathan L. Pompan](#), [Kristen R. Brown](#), and [Alexandra Megaris](#) take stock of the agency's first three years in the August edition of *Independent Counselor*.

Read the full article to [learn how the CFPB has reshaped the consumer financial services marketplace](#).

## Another 'Clinically Proven' Claim Bites the Dust

It is a fact of life that marketers who take advantage of the strength of establishment claims – such as a "clinically proven" claim – will face a higher burden of proof in front of the FTC, writes Venable partner [Gregory J. Sater](#) in the August edition of the *DRMA Voice*. To illustrate his point, Sater uses the FTC consent decree recently signed by cosmetic giant L'Oreal.

Read Sater's column to [learn more about the "red flag" claims that attract FTC scrutiny](#).

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### Upcoming Events

#### [Direct Response Forum – The Renaissance Hotel, Washington, DC](#)

August 11-13, 2014

The Direct Response Forum is the annual event for payment executives and managers from many of the largest merchants in the world to gather and discuss best practices in credit card operations, fraud detection, cost containment, chargebacks, and risk management. Venable Partner [Ellen Traupman Berge](#) will participate in a panel session, "[Mastering the Regulatory Maze](#)," on Wednesday, August 13 at 10 a.m. ET.

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

#### [LeadsCon – Marriott Marquis, New York, NY](#)

August 13-15, 2014

Venable attorneys [Jonathan L. Pompan](#) and [Alexandra Megaris](#) will participate in a panel discussion, "[Staying Current with Consumer Protection: Practical Lessons from Recent Enforcement Actions](#)," on August 14 at 4:00 p.m. ET. Given today's regulatory environment, meeting consumer protection-related obligations has never been more crucial. Current investigations are zeroing in on the advertising practices of lead generators and their customers, and enforcement actions have shown how costly violations can be. This session will be a lively point / counterpoint with a Q & A.

Venable partner [Ari Rothman](#) will participate in a panel discussion "[TCPA: A Year in Review](#)" on August 13 at 1:30 p.m. ET. The panel will discuss the ramifications of the regulations and how you can responsibly continue to mitigate your risk.

[For more information or to register for LeadsCon New York, click here.](#)

#### [Legal Issues in Running Social Media and Mobile Sweepstakes and Contests – Webinar](#)

August 19, 2014

Venable partner [Melissa Landau Steinman](#) will host this webinar presented by Lorman from 1:00 p.m. to 2:30 p.m. ET on Tuesday, August 19. The live webinar will provide an in-depth review of the legal issues relating to conducting prize promotion through social and/or mobile media.

Registered attendees will receive continuing education credits. [Click here for more information and to register.](#)

### **3rd Annual Summit on Digital Advertising Compliance: Social Media, Sweepstakes & Promotions – New York, NY**

September 8-10, 2014

Venable partner [Melissa Landau Steinman](#) will be speaking on "Deploying Gamification to Sweepstakes and Promotions to Engage Consumers and Enhance Brand Loyalty." This informative session will examine the legal implications of combining gamification with digital advertising in the form of sweepstakes and social media, as well as how to ensure sweepstakes comply with state and federal gambling laws.

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

### **ERA's D2C Conference – 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 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**.

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