



October 16, 2014

**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**Ellen Traupman Berge**etberge@Venable.com  
202.344.4704**Leonard L. Gordon**lgordon@Venable.com  
212.370.6252**Todd J. Horn**thorn@Venable.com  
410.244.7709**Melissa Landau Steinman**mlsteinman@Venable.com  
202.344.4972**Kristen R. Brown**krbrown@Venable.com  
202.344.4468**Honors and Awards**

Law Firm of the Year, National

## Join Venable for Industry Insight and CLE Credit

Please join Venable's advertising attorneys for an Advertising Law Symposium at the San Francisco Marriott Marquis on October 20, 2014. This all-day MCLE-accredited program is a valuable opportunity to exchange ideas and network with Venable attorneys, regulatory insiders, and top advertising law thought leaders. Key topics to be addressed include challenging competitor advertising, social media and ethics requirements, branded entertainment, digital media, gaming, health-related marketing claims, and FTC and CFPB regulations.

Space is limited so [register for the free Symposium today](#).

### News:

## ASRC Says Ad Industry Self-Reg Keeps FTC Happy

In an interview published by *Law360* on October 15, Advertising Self-Regulatory Council (ASRC) CEO C. Lee Peeler discussed regulators' increasing recognition and praise of the role industry self-regulation programs play in protecting consumers.

"In general, I think that one of the things I'm seeing a lot of this year is that the time and effort that the industry puts into doing real self-regulatory programs is being recognized," Peeler told the publication.

Peeler also discussed ASRC's alignment with the Federal Trade Commission's (FTC) growing scrutiny of disclosures, child-directed advertising, and the use of big data by marketers.

[Read the full interview here \(subscription required\)](#).

### Analysis:

## More Ads Coming to Pinterest. Here's What You Need to Know

Since debuting in 2010, Pinterest® has been the darling of users seeking to create carefully curated portfolios of images from across the Internet. Authenticity has been a hallmark of the Pinterest experience, and the site has conspicuously cracked down on advertisers attempting to use the platform in spammy ways, including now prohibited "Pin It to Win It" contests.

However, write Venable attorneys [Melissa Landau Steinman](#) and [Kristen R. Brown](#) in a recent post to Venable's advertising law blog, it looks like "Promoted Pins" (aka advertising) will soon become a regular feature on the Pinterest platform. The authors cite trial advertising programs the site has conducted during the past several months and changes to the site's privacy policy that take effect October 19 as evidence of the coming change.

Read the blog post to [learn how the specific changes to Pinterest's privacy policy will enable certain types of advertising while banning others](#).



Top ranked in *Chambers USA* 2014



Top-Tier Firm *Legal 500*



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)

## More Than You Want to Know About the FTC, Operation Choke Point, and Payments

At the Electronic Retailing Association's D2C Conference last month, Venable partners [Jeffrey D. Knowles](#) and [Ellen T. Berge](#) participated in a panel discussion about the changing face of regulatory enforcement in the "Choke Point" era.

They discuss how regulators are targeting payment processors, telemarketers, fulfillment houses, and other third-party service providers in an effort to "choke off" essential services to allegedly "bad marketers."

[Watch the full one-hour panel discussion video.](#)

[For the Cliffs Notes version, watch the robust post-panel Q&A.](#)

## Labor Pains: Ebola at Work

Ebola has nothing to do with advertising law, but it is an issue on the mind of every manager and employee in the nation. In a recent client alert, Venable partner [Todd J. Horn](#) examines the questions employers should ask and strategies they can employ when an employee may have been exposed to Ebola.

[Read the client alert here.](#)

---

## Upcoming Events

### [Ethics for Advertising Lawyers – New York, NY](#)

Friday, October 17, 2014 | 9:00 a.m. – 11:00 a.m. ET

Advertising lawyers confront many novel ethical issues as a result of their unique practice area. Some of these issues grow out of the "tripartite" relationship among the attorney, advertising agency, and advertising client. Others arise because advertising lawyers often find themselves on the cutting edge of technology, social media, and digital communications—areas that are of increasing concern to disciplinary authorities and ethics committees.

During this three-hour program, Venable partner [Leonard L. Gordon](#) and other leading advertising attorneys will address the ethical and professional responsibility issues that lawyers face when counseling their clients on advertising and marketing issues.

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

### [Bridging the Gaps: An Advertising Law Symposium – San Francisco, CA](#)

October 20, 2014 | 8:00 a.m. – 5:15 p.m. PT

Please join us for an Advertising Law Symposium at the San Francisco Marriott Marquis on October 20, 2014. This all-day MCLE-accredited program is a valuable opportunity to exchange ideas and network with Venable attorneys, regulatory insiders, and top advertising law thought leaders. Key topics to be addressed include challenging competitor advertising, social media and ethics requirements, branded entertainment, digital media, gaming, health related marketing claims, and FTC and CFPB regulations.

#### **Confirmed speakers include:**

- **Ross Hoffman**, Director of Brand Strategies US, Twitter (Keynote Speaker)
- **Sheila Jambekar**, Senior Counsel, Zynga
- **Yan Fang**, Senior Attorney, Federal Trade Commission, Western Regional Office
- **Gabriel Martinez**, Advertising Counsel, The Clorox Company
- **Laura Brett**, Staff Attorney, National Advertising Division of the Council of Better Business Bureaus
- **Judge Marilyn Patel (retired)**, U.S. District Court for the Northern District of California

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

### Venable's San Francisco Office Celebrates One Year

Monday, October 20, 2014 | 5:30 p.m. PT

Please join us for cocktails & hors d'oeuvres as we celebrate the one-year anniversary of our San Francisco office. The anniversary celebration will be held at the Press Club in San Francisco on October 20, 2014 at 5:30 p.m. This invite-only event will provide an opportunity for guests to network and learn more about Venable's efforts and achievements on the west coast. Venable attorneys from San Francisco and other offices will be in attendance as well.

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

### Inside 3D Printing Conference and Expo – Santa Clara, CA

October 21 – 23, 2014

This is the leading B2B trade show for the 3D printing industry. Attendees will learn from key industry influencers how the 3D printing boom will affect brands and businesses.

Venable attorneys [Claudia Lewis](#) and [Heili Kim](#) will present a session, "Digitally Manufacturing Food to Your Dietary Needs – Are Innovations Advancing Faster than FDA Regulations are Evolving?" on Thursday, October 22. The session will focus on the unique challenges associated with food, 3D printing and the Food and Drug Administration (FDA). Also on Thursday, October 22, Venable attorney [Justin Pierce](#) will host "Strategies for the 3D Printing Era". This discussion will focus on the application of Intellectual Property (IP) in developing strategies to protect or leverage products, services, and business models that use 3D printing.

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

Use the discount code **SPK50** to save 50% when registering.

### Association of Independent Commercial Producers' Business Affairs Boot Camp – Los Angeles, CA

October 28, 2014 | 11:30 a.m. PT

Venable partner [Douglas C. Emhoff](#) will participate in the "Lawyers on the Clock" panel during the AICP Business Affairs Boot Camp. During the session, members of the panel will discuss legal issues facing commercial producers and advertising agencies. The catch is the attorneys must provide the attendees with actionable insights in two minutes or less.

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

### Brand Activation Association's 36th Annual Marketing Law Conference – Chicago, IL

November 5-7, 2014

Venable is a Platinum Sponsor of the 36th Annual BAA Marketing Law Conference, the premier forum for marketing and advertising legal and business professionals. Hear from 120 of the nation's leading executive and legal speakers from the Marketing and Advertising, Privacy, Social Media and IP Law Bars, including Venable partners [Amy Ralph Mudge](#), [Melissa Landau Steinman](#), and [Po Yi](#), as well as in-house counsel from major brands and prominent federal and state regulators.

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

Click here to [learn more about Venable's BAA cocktail reception on November 5.](#)

CALIFORNIA DELAWARE MARYLAND NEW YORK VIRGINIA WASHINGTON, DC

1.888.VENABLE | [www.Venable.com](http://www.Venable.com)