



October 9, 2014

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**Honors and Awards**

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

## 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](#).

## Analysis

### ICANN's New Way to Combat Infringing Domain Names

The Internet Corporation for Assigned Names and Numbers (ICANN) has the responsibility for administration of Internet domain names. When ICANN expanded the range of generic top level domain names (gTLDs) beyond the standard .com, .org, .net, .edu and .biz, cybersquatters snapped up many domain names consisting of brands' trademarks within hours of the new gTLDs being launched, write Venable partner [Marcella Ballard](#) and trademark counsel [Kristen S. Ruisi](#) in a recent client alert.

In association with the launch of the new gTLDs, ICANN developed the Uniform Rapid Suspension (URS) process as a protection mechanism for trademark owners. The URS is intended to deal with clear-cut trademark infringement cases and is offered at a lower cost than other rights protection mechanisms available.

Read the client alert to [compare the pros and cons of employing the URS process to protect your brand](#).

### A TCPA Win for Debt Collectors

The Telephone Consumer Protection Act (TCPA) has caused indigestion for businesses wanting to leverage the efficiency and cost-saving benefits of using the telephone to collect debts, write Venable partners [Ellen T. Berge](#) and [Gregory J. Sater](#) in the October edition of the *DRMA Voice*. However, even though debt collection calls are not sales calls, they are still subject to the TCPA when the calls are made to cell phones using an autodialer or an artificial or prerecorded voice.

Berge and Sater write that the Sept. 29 decision in *Mais v. Gulf Coast Collection Bureau Inc.*, and other recent TCPA cases may open the door for a certain defense strategy in TCPA cases.

Read the column to [learn how the \*Mais\* decision and other recent TCPA cases may shape future defenses](#).

### Duke KO's the Duke

Earlier this year, John Wayne Enterprises, LLC (JWE), the entity owning the rights to the name, image, and likeness of John Wayne, garnered headlines in the legal press by suing Duke University to protect JWE's right to market alcohol products with the mark "Duke" or "Duke John Wayne." The University, write Venable attorneys [Jessie F. Beeber](#) and [Sarah S. Park](#) in a recent post to Venable's advertising law blog, had opposed JWE's trademark applications before the Trademark Trial and Appeal Board (TTAB).

On September 30, the California federal court dismissed JWE's case, handing Duke a complete victory. Park and Beeber write that although plaintiffs often seek a home-field advantage by filing in their own state, they should consider whether that is the most advantageous venue for the lawsuit.

Read the full text of the post to [learn why the court dismissed JWE's suit](#).



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## Upcoming Events

### [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 [click here 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 to 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](#).

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Visit Venable's advertising law blog at [www.allaboutadvertisinglaw.com](http://www.allaboutadvertisinglaw.com).

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