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**Announcement:**

## Senator Mark Pryor Joins Venable's Washington, D.C. Office

Venable is proud to announce that former U.S. Senator **Mark L. Pryor** (D-AR) has joined the firm as a partner in the firm's Washington, DC office. Senator Pryor will join the Government Affairs Practice at the firm and will counsel clients on issues at the intersection of law, policy and business. Senator Pryor will focus on areas that he worked on in the U.S. Senate, including communications, Internet, privacy, cybersecurity, aviation, automotive, consumer protection and agriculture. In addition, Senator Pryor, who served as the Arkansas Attorney General prior to his election to the U.S. Senate, will bolster Venable's State Attorney General and Investigation Practices.

[Read the press release announcing Senator Pryor's arrival at Venable.](#)

**Analysis:**

## Printing Pizzas, Palettes and Prosthetics – 3D Printing and the FDA

While you were busy playing with your smartphone, the Jetsons era arrived, write Venable attorneys **Heili Kim**, **Justin Pierce**, **Claudia A. Lewis**, **Kristen R. Klesh** and **Tamatane J. Aga** in a recent post to Venable's advertising law blog that kicks off a five-part series on 3D printing. The ability to print almost anything, including food, cosmetics and medical devices, exists and the technology of 3D-printed FDA-regulated products is rapidly progressing.

Venable partner **Joshua J. Kaufman** has written about why 3D printing **may be the end of shopping as we know it**. In this post, the authors discuss the regulatory issues associated with the 3D printing of medical devices, foods and cosmetics.

Read the full blog post to [learn how the FDA and the industry are likely to respond to the compliance issues posed by this exploding technology.](#)

[Watch two guys eat 3D printed pizza at CES 2015.](#)

## Trademarks and Taylor Swift Make an Odd Couple

Frequent readers of Venable's advertising law blog know that Taylor Swift is a frequent, if unlikely, source of inspiration for the blog's posts. This week, Venable attorneys **Randal M. Shaheen** and **Kimberly Culp** discuss how the artist's recent attempts to trademark a number of catchphrases, including "This Sick Beat," "Nice to Meet You. Where You Been?", and "Cause We Never Go Out Of Style," demonstrate practical

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#### Honors and Awards

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



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work-arounds for obstacles raised in recent trademark-related litigation. However, the authors write, Ms. Swift's filings may still have to overcome a number of obstacles familiar to any trademark filer.

Read the full text of the blog post to [learn what practical trademark lessons your business can glean from Taylor Swift.](#)

## The FTC and CFPB: Bosom Buddies?

According to a Federal Trade Commission (FTC) blog post, the agency recently renewed of its memorandum of understanding (MOU) with the Consumer Financial Protection Bureau (CFPB) on consumer protection matters related to financial services, writes Venable partner **Jonathan L. Pompan** in a recent post to Venable's advertising law blog.

The original MOU between the two agencies was necessary because the passage of the Dodd-Frank Act passed created the potential for overlap in the agencies' jurisdictions to regulate and enforce consumer financial services laws. The MOU is significant, Pompan writes, because it demonstrates the strength of the tools available to the FTC and CFPB. It also reflects the reality that many in the consumer financial services marketplace are confronted with having to satisfy expectations established by two government agencies with different powers and authorities.

Read the blog post to [learn more about the powers of the FTC and CFPB, under the new MOU.](#)

[Read the text of the MOU between the CFPB and FTC.](#)

### Upcoming Events:

#### Electronic Transactions Association's Transact15 – San Francisco, CA

March 30 – April 2, 2015

TRANSACT 15 is the must-attend event for the payments industry. Join Venable partners **Jeffrey D. Knowles**, **Allyson B. Baker**, and **Stuart P. Ingis** for insights into payments enforcement, the Consumer Financial Protection Bureau, and cyber and data security during the Venable-sponsored Policy Track at Transact15.

[Click here to learn more about Transact15 and to register to attend.](#)

#### 2015 ANA Advertising Law & Public Policy Conference – Washington, DC

##### The Collision of Law and Policy: What Lies Ahead for Advertisers and Marketers

March 31 – April 1, 2015

ANA's Advertising Law & Public Policy Conference is the industry's must-attend conference for senior lawyers and business executives engaged in the marketing ecosystem. Come to hear from a slate of speakers from top law firms, leading marketers, and important regulators, who will discuss the latest developments you need to know to navigate the turbulent political and legal environment.

Venable partner **Stuart P. Ingis** will participate on a panel titled "The Future in Ten Minutes or Less" at 8:30 a.m. ET on March 31, and Venable partner **Thomas E. Gilbertsen** will participate on a panel titled "Data Security – What's Next?" at 11:30 a.m. ET on March 31.

[Click here to view the agenda and register for the event.](#)

#### Inside 3D Printing New York Conference and Expo

April 15-17, 2015, New York, NY

The Inside 3D Printing Conference and Expo is the largest professional 3D printing event worldwide. The conference addresses new opportunities and challenges for industrial and consumer 3D printing efforts. Venable attorneys **Claudia Lewis**, **Heili Kim** and **Justin Pierce** will share best practices on how to navigate business and regulatory hurdles and use intellectual property to take a 3D product to market.

[Click here to view the agenda and register for the event.](#)

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

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