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## Senators Ready Attack on Arbitration Clauses

Last week, Senators Al Franken (D-MN) and Hank Johnson (D-GA) revived the Arbitration Fairness Act. The proposed Act would have wide-ranging impacts on the business practices of advertisers and marketers, write Venable attorneys **Ari N. Rothman**, **Damon W.D. Wright**, and **Shahin O. Rothermel** in a recent post to the firm's advertising law blog. That is because the Act, which is indicative of renewed opposition to arbitration as an alternative to litigation, would ban arbitration provisions in consumer contracts, as well as employment, antitrust, and civil rights cases, and only allow the parties to agree to arbitration after the dispute arises.

Read the full blog post to [learn more about the proposed measures in the Act and the history of similar legislative efforts](#).

[Read the full text of the Act here.](#)

## Cutting Off the Counterfeiters

When it comes to fighting counterfeiters, cease-and-desist letters and Digital Millennium Copyright Act (DCMA) takedown letters are helpful. However, write Venable partners **Jeffrey D. Knowles** and **Joshua J. Kaufman** in the May edition of the *DRMA Voice*, most counterfeiters operate online and go to great lengths to hide their identities. Tracking them down can be difficult, but they cannot provide false information to their banks, credit card companies, or PayPal and still be able to process credit card payments. One of the most effective ways of stopping infringement, the authors write, is to leverage that financial information to cut off counterfeiters' cash flow.

Read the article to [learn more about using the card brands' and PayPal's IP protection procedures to cut off counterfeiters](#).

## Get a Grip on Financial Services Enforcement Trends

Financial Services marketing is one of the hottest areas for both federal and state enforcement actions. On May 5, Venable partners **Jeffrey D. Knowles**, **Michael J. Bresnick**, **Jonathan L. Pompan**, and **The Honorable Mark L. Pryor** presented a webinar on current enforcement trends in the financial services arena and provided tips on mitigating the risk of future enforcement actions.

If you missed the live presentation, [you can review the webinar slides here](#).

## Smart Brands Employ Three-Dimensional Brand Protection

Although 3D printing has been around for more than 30 years, recent advancements have drastically

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## Honors and Awards

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



Top ranked in *Chambers USA* 2014



Top-Tier Firm *Legal 500*



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lowered costs and improved the quality of printed objects. Use of the technology will continue to grow, write Venable partners **Justin E. Pierce** and **Steven J. Schwarz** in a recent client alert, because key patents for one of the most affordable forms of 3D printing will expire soon.

The rise of 3D printing poses unique intellectual property challenges for designers and manufacturers of consumer products, the authors write, because the technology virtually eliminates the cost and lead times that served as significant barriers to entry for counterfeiters. In the client alert, they suggest approaches and strategies IP owners can use to combat counterfeiting and infringement by entities using 3D printing technology.

Read the full alert to [learn about the proactive and reactive approaches IP owners can use to combat 3D printed counterfeits](#).

## Upcoming Events:

**ERA Government Affairs Fly-In**  
May 12 – 13, 2015 | Washington, DC

Join the Electronic Retailing industry's leaders as they gather in Washington to learn about the current political landscape and what to expect in the year ahead. This unique opportunity allows you to network with the electronic retailing industry's executive leadership, play a vital role in molding the industry's future, and protect your business in today's uncertain regulatory environment.

[Click here to learn more about the Fly-In and register to attend.](#)

**Sweepstakes, Promotions & Marketing Laws: Comprehension & Compliance In a Digital/Mobile Environment**

Friday, May 15, 2015 | New York, NY

In this New York City Bar CLE program, experienced practitioners, including Venable partner **Melissa Landau Steinman**, will address the critical issues that arise when brands use games and other promotions to drive awareness in today's marketplace. Topics to be discussed include sweepstakes, skill contests and other promotions on social media platforms, trends in FTC guidance and enforcement, real-time marketing, mobile marketing, associated privacy issues, and the increasing risks of corporate communications and blurred content.

[Click here to learn more about the course or register to attend.](#)

**ad:tech San Francisco**  
May 20 – 21 | San Francisco, CA

Join Venable at ad:tech San Francisco, the conference and exhibition where the marketing, technology, and media communities come together to share new ways of thinking about online advertising. Visit Venable in booth 1623.

[Click here to learn more about ad:tech San Francisco and register to attend.](#)

**Internet Retailer Conference and Exhibition**

June 2 – 5 | Chicago, IL

Join Venable at the Internet Retailer Conference and Exhibition, the world's largest event dedicated exclusively to e-commerce. With more than 200 industry-leading speakers and more than 600 companies in the e-commerce solutions industry exhibiting at the conference, IRCE is a must-attend for companies in the e-commerce market. Plan to visit Venable at booth 358 during IRCE.

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

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insight and analysis as soon as it is posted.

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

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