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**News:**

## Venable Moves Up *IP Today's* Top Trademark Firms List

*Intellectual Property Today* released its 2015 list of Top Trademark Firms last week. Venable ranked seventh, up from tenth in 2014, and was the second highest among general practice firms. *IP Today* ranks firms based on the number of U.S. trademark registrations issued where the firm is listed as the legal representative.

## FTC to Examine Online Lead Generation

This week, the Federal Trade Commission (FTC) announced that it would host a workshop to explore the use of online lead generation in various industries. The workshop, "Follow the Lead: An FTC Workshop About Online Lead Generation," will take place at the Constitution Center in Washington, D.C. on October 30, 2015 and feature a variety of stakeholders, including industry representatives, consumer advocates, and regulators, to discuss consumer protection issues related to online lead generation.

The FTC is seeking research, recommendations for discussion topics, and requests for panelists in advance of the workshop. Submissions are due by August 25.

[Read Venable's client alert about the upcoming workshop.](#)

[Read the FTC's announcement of the workshop here.](#)

**Analysis:**

## Virtual Reality Creates Potentially Real Legal Issues

Virtual reality (VR) is quickly becoming a mainstream marketing technology. As it grows in popularity, VR is creating a number of novel and all-too-real legal implications for users, service operators, and platforms, write Venable attorneys [Po Yi](#), [Jessica Borowick](#), [Krista S. Coons](#), and [Andrew P. MacArthur](#) in the latest issue of [Digital Media Link](#).

[Read the article to learn why, in the virtual world, some IP rights remain the same, some change, and some may not exist.](#)

## Justin Pierce Discusses 3D Printing in *World Trademark Review* Podcast

As prices fall and technology improves, the potential benefits and hazards of 3D printing are looming larger in the minds of brands' IP counsel, said Venable partner [Justin E. Pierce](#) during a recent *World Trademark Review* podcast. As the technology improves, Pierce said, brands concerned about IP rights need to look

beyond policing and focus on a strategy of engagement that provides an alternative enabling individuals to express themselves in a way that is legal, licensed, and easy.

[Listen to the podcast to learn how Pierce believes brands can co-exist with creators.](#)

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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* 2015



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)

## Upcoming Event:

### Association of Credit Counseling Professional (ACCPros) 2015 Conference

July 29-31 | Denver, CO

The annual conference of Credit Counseling Professionals will present an opportunity to hear from Venable's **Jonathan Pompan**, who will discuss legal and regulatory updates for credit counseling agencies during his session, "The Latest CFPB, FTC, and State Regulatory Developments." He will also moderate the "A Chat with the Consumer Financial Protection Bureau (CFPB) on Credit and Debt Collection Issues" Q&A session.

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

### Direct Response Forum

August 3-5 | Minneapolis, MN

For the past two decades the Direct Response Forum has been the source that some of the largest merchants in the world turn to for best practices on transaction processing, reducing fraud, and handling chargebacks. The upcoming conference is an industry networking event aimed to provide payments education.

[Click here to learn more about Direct Response Forum and to register to attend.](#)

### LeadsCon New York

August 25-26 | New York, NY

LeadsCon New York 2015 brings leaders and innovators from must know companies for two days of actionable content and high-level networking. Venable's **Jonathan Pompan** will be speaking on "Navigating a Path to Self-Regulation: Strategies to Bring to Lead Generation."

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

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