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Honors and Awards

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News**Companies Propose Self-Regulation for Food Advertising to Children**

This week, several large food companies introduced self regulatory guidelines for marketing to children. The guidelines are interesting and do attempt to provide some sanity in the marketplace and to head-off more stringent government standards. This step by the industry should be applauded, but the devil will always be in the details of the advertising and the FTC and NAD are going to be closely watching this activity.

[Click here](#) to read the Associated Press story about the announcement.

Connecticut AG Launches Groupon Investigation

Daily deal providers received a new level of scrutiny this week. After months of consumer class actions alleging that the wildly popular discounts are in fact gift certificates, the Connecticut Attorney General joined the fray by publicly announcing an investigation into daily deal giant Groupon and whether expiration dates of the company's deals violate Connecticut gift certificate laws.

[Click here](#) to read the Connecticut AG's press release.

[Click here](#) to read Reuters coverage of the AG's announcement.

Analysis**Historic Change to Domain Name System Has Broad Implications for Brands**

ICANN, the organization that governs the Web's Domain Name System, recently voted to enable the potential creation of an unlimited number of new top-level domains (i.e. ".com," ".mobi," ".direct"). The controversial decision has been dogged by objections from trademark owners and others concerned about Internet security and increased costs. Although all of the details are not yet nailed down, it is clear that companies will have a variety of strategic, business and legal issues to consider as ICANN moves closer to making a virtually limitless number of top-level domains available.

For more on this topic, read "[Historic Change to Domain Name System has Broad Implications for Brands](#)" published by [Jeff Knowles](#) and [Janet Satterthwaite](#) in the July 2011 *DRMA Newsletter*.

Upcoming Events**NBJ Summit**

July 19-22, 2011

The Honorable [Bart Stupak](#) will be the keynote speaker at the Welcome Dinner & Presentation.

Cosmoprof North America 2011

July 31- August 2, 2011

[Sharon Blinkoff](#) will be speaking on the panel *It's All In The Details: A Legislative Update*.

Affiliate Summit East 2011

August 21-23, 2011

[Tom Cohn](#) will be speaking on the panel *Using Testimonial Claims in Social Media Platforms*.

LeadsCon East

August 24-25, 2011

Jonathan Pompan will be speaking at this event.

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