



Honors and Awards

2011 *Chambers USA*
Award for Excellence
Winner



Top-Tier Firm *Legal 500*



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Thought Leadership

FTC Regulation

Federal Trade Commission Announces Proposed Biersdorf Settlement

Sharon A. Blinkoff and Thomas A. Cohn

FTC Issues Mortgage Acts and Practices – Advertising Final Rule

Jonathan L. Pompan

After a Decade, FTC Dusts Off 'Dot Com Disclosures'

Jeffrey D. Knowles, Michael A. Signorelli, Response Magazine

FTC Plans to Update Dot Com Disclosure Guidance

Jonathan L. Pompan, DMConfidential.com

FTC Action Highlights Importance of Mobile Marketing Compliance

Jeffrey D. Knowles and Mikhia E. Hawkins, Response Magazine

Lead Generation through Mobile Marketing: Legal and Regulatory Realities

Jonathan L. Pompan and Mikhia E. Hawkins, DMConfidential.com

Legal Review: FTC's 'Tested Green' Action Catches Phony Certification Red-Handed

Jeffrey D. Knowles and Gary D. Hailey, Response Magazine

Online Marketer Will Pay FTC \$250,000 for Misleading Product Reviews by Affiliates

Jeffrey D. Knowles and Gary D. Hailey

An Inconvenient Truth: Ad Agencies, Affiliates and Ad Networks Are All Subject to the FTC Act

Jeffrey D. Knowles and Thomas A. Cohn, Response Magazine

Legal Review: FTC Doubles Down on Substantiation

Jeffrey D. Knowles and Gary D. Hailey, Response Magazine

Other Agencies

Launch of CFPB has Implications for Marketers and Financial Institutions

Stuart P. Ingis, Joseph T. Lynyak, III, and Tara Sugiyama Potashnik

FDA's NDI Guidance Will Impact About 90% of the Dietary Supplement Industry

Todd A. Harrison, Claudia A. Lewis, and Michelle C. Jackson

New Regulations Pose New Risks for Manufacturers and Distributors

Jill B. Deal, Bruce R. Parker and Michelle C. Jackson

Avoiding Legal Pitfalls in Cause-Related Marketing

Kristalyn J. Loson, Jonathan L. Pompan

Brand Protection

Fake Apple Stores Highlight Importance of Anti-Counterfeiting Strategies

Jeffrey D. Knowles, Roger A. Colaizzi, and Elissa Brockbank Reese, Response Magazine

Brand Owners Must Decide How to React to .xxx Before October 28, 2011

Janet F. Satterthwaite

Historic Change to Domain Name System Has Broad Implications for Brands

Jeffrey D. Knowles and Janet F. Satterthwaite, Response Magazine

Class Action

Dukes a Hazard for Consumer Class Actions?

Jeffrey D. Knowles and Thomas E. Gilbertsen, Electronic Retailer Magazine

Legislation

Congress Passes S. 3386 Restore Online Shoppers' Confidence Act

Todd A. Harrison, Thomas A. Cohn and Michael A. Signorelli

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