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**Venable's Advertising and  
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**Venable's Consumer Financial  
Protection Bureau Task Force**

**Honors and Awards**

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

## Compliance Trends for Online Marketers

Looking back, 2014 was a year of increased government scrutiny and compliance obligations for lead generators and online marketers, and so, for 2015, advertisers will need to ramp up compliance. Avoiding banned terms, better use of disclosures, and other web and contact center compliance enhancements should be a priority for the New Year. [Click to continue reading.](#)

## Maximize Your Business Performance – Intellectual Property Strategies for Online Lead Generators and Marketing Services

Strategic management of IP enhances business performance and provides businesses with distinct competitive advantages in the marketplace. Many online lead generators, however, fail to effectively manage or even use their IP rights to achieve and support their business objectives. [Click to continue reading.](#)

## TCPA Autodialers 101: What Makes an Autodialer and What's Next from the FCC

Telemarketers are all too aware that autodialers are a hot topic in the litigation world. However, no one seems to know the full extent of devices that are properly classified as autodialers under the TCPA. The lawsuits continue to pour in, while the FCC prepares [clarifications](#) and guidance that could remove some of the uncertainty. [Click to continue reading.](#)

## CFPB Targets Mortgage Online Advertising

The CFPB continues to focus on mortgage lending and online advertising practices. Recent CFPB enforcement actions provide a window into potential pitfalls to avoid when advertising mortgages online. [Click to continue reading.](#)

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## Upcoming Event

**"The Future of Self-Regulation for the Lead Generation Market" at LeadsCon 2015**

Wednesday, March 4, 2015  
1:30 - 2:10 p.m. PT

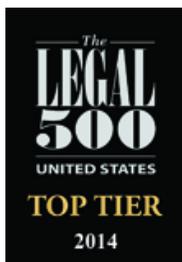
Mirage Resort & Casino



Top ranked in *Chambers USA* 2014



Top-Tier Firm *Legal 500*



Las Vegas, NV

Venable's **Jonathan L. Pompan**, CFPB Task Force Co-Chair and Partner, will participate in "The Future of Self-Regulation for the Lead Generation Market" for LeadsCon 2015.

Tired of the crackdown by the FTC, CFPB, and state Attorneys General and regulation that is raising costs and limiting access to the marketplace? Learn about ways to develop industry standards and guidelines and opportunities to use independent, transparent, oversight to promote compliant lead generation activities to ensure consumer confidence. Regulation and enforcement can be costly, so a well-constructed and active self-regulatory program can help companies save money, preserve markets, and avoid over-regulation by government.

[Click here to register or for more information.](#)

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## Additional Related Articles

[Navigating CFPB, FTC, and State Attorneys General Consumer Protection Investigations](#)

[CFPB Shines Debt Collection Spotlight on Creditors and First-Party Collections](#)

[Consumer Financial Protection Bureau: 2015 Outlook](#)

[FTC Continues Enforcement Push on Mortgage Lead Generation](#)

[Striking Stats About Internet Marketing and Online Lead Generation](#)

[Mortgage Lending: Important Lessons about Advertising, Affiliates, and Authorizations](#)

[Staying Current with Consumer Protection: Practical Lessons from Recent Enforcement Actions](#)

[Lessons for Marketers from the CFPB Attack on For-Profit Education](#)

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