



what your team needs to ask when it comes to influencer and native advertising

Park Lane Hotel | New York, NY

November 9, 2016

Aaron Wais will be speaking on the panel, "What Your Team Needs to Ask When it Comes to Influencer and Native Advertising" at the **8th Annual IP Trademark, Copyright & Licensing Counsel Forum** at the Park Lane Hotel in New York, NY. The panel will take place at 10:30 AM (EST) on November 9, 2016. MSK associate **Alexandra Jiga** will moderate.

Recent FTC actions against content providers and others over influencer and native advertising have heightened the need of in-house counsel to review and/or develop comprehensive internal and third-party marketing policies. Indeed, from a non-compliant social post by an employee to an undisclosed compensated review of a movie, the risk of litigation and an FTC enforcement action can resonate for years.

This session will delve into:

- Recent developments in civil litigation and FTC enforcement.
- Where the FTC and the law are going in the future.
- Practical tips for crafting internal and external marketing policies that do not run afoul of FTC regulations.
- Discussion of necessary disclosures.
- Sample language for contracts with third-parties.

Moderator: Alexandra Jiga, Associate, MSK

Speakers:

practice areas

entertainment & ip litigation
intellectual property
trademarks & brands



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- Aaron Wais, Partner, MSK
- Romy Horn, General Counsel, 360i
- Faiza Javaid, Associate General Counsel, Forbes Media LLC
- Karen Dahlberg, Attorney, Federal Trade Commission, Northeast Region

More Information

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