Katten

SPEAKING ENGAGEMENT

Defense Bar Food Litigation Forum

Presented by the Litigation Series

November 13–15, 2022

Christopher Cole, partner and chair of the Advertising, Marketing and Promotions practice, will speak on "The Troubling Evolution of Greenwashing: How to Avoid Costly Litigation and Consumer Backlash" at 10:55 a.m. on Monday, November 14. The session will cover topics including:

- The perils of greenwashing claims and their many forms
- The types of advertising and marketing claims that have been targeted
- Important revisions to the FTC's Green Guides and recent state legislation
- Trends in the application of federal and state laws to claims of alleged greenwashing
- New plaintiffs and their approach to greenwashing claims
- Media attention to greenwashing claims

Learn more about the Defense Bar Food Litigation Forum.

CONTACTS

For more information, contact your Katten attorney or any of the following attorneys.

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