

Marketing and Advertising Law Webinar

Presented by the New York City Bar

May 17, 2023

Advertising, Marketing and Promotions partner and chair Christopher Cole will present "Greenwashing and the FTC Green Guides" at 9:55 a.m. (ET) during the Marketing and Advertising Law program, "Faceoff: Social and Digital Media vs. Regulatory Oversight." The webinar will feature a series of discussion topics addressing the critical issues that arise when offering games and other promotions relevant to today's marketplace, including:

- The laws and rules governing sweepstakes, skill contests and other promotions on the new platforms
- New developments on the FTC and NAD fronts
- Greenwashing, the FTC's green guides
- Cause marketing, co-venturing and new state regulatory oversight
- Benefits and landmines in the world of loyalty programs and gift cards
- NFTs, cryptocurrency, and intellectual property, the continued import of the FTC endorsement guides
- A wealth of new material on privacy issues including chatbot issues

[Learn more about the Marketing and Advertising Law webinar.](#)

CONTACTS

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



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