Katten

WEBINAR



Katten Ad Chat

Presented by Katten

May 10, 2023

Katten will present its inaugural "Ad Chat" event at 2:00 p.m. (ET) on Wednesday, May 10, hosted by Advertising, Marketing and Promotions partner and chair Christopher Cole.

Katten "Ad Chat" is a new webinar series featuring industry leaders at the forefront of business and legal issues affecting the advertising space. Hosted by Katten partner Chris Cole, each segment will involve wide-ranging, thought-provoking conversations on timely topics.

In our first episode, we welcome pioneering ad-industry watchdog Claire Atkin, of checkmyads.org. Claire and her team make it their mission to uncover the sources of online disinformation, which often obtain power and money from unwitting advertisers. As advertisers pour billions of dollars each year into digital advertising campaigns, many do not have the information they need to follow where their advertisements ultimately display. As a result, some of the internet's most notorious purveyors of disinformation, hate and division reap millions of dollars through ad revenue.

Chris and Claire will discuss the relationship between online disinformation and advertising dollars and how companies can better monitor where their investments in digital advertising go.

About Claire Atkin

Claire Atkin is co-founder and CEO of Check My Ads, the adtech industry's first watchdog. As a leading brand safety advocate, she is a trusted advisor to Fortune 500 brands, government officials, journalists and industry leaders. Her work to build new sustainable standards in digital advertising while dismantling the ad-funded disinformation economy has been recognized in *New York Magazine*, the *New York Times, The Guardian, WIRED, El Pais* and more. As a brand safety advocate, she holds the surveillance adtech industry accountable for abuses against advertisers and consumers in the popular newsletter BRANDED. She has received *Adweek's* Young Innovators Award and *Fast Company's* Most Innovative Media Agency. Her work intersects the economics of digital marketing, media, and disinformation to expose where ads end up online and guide advertisers

on how to regain control over their ad campaigns to align their advertising dollars with their corporate values.

About Chris Cole

Chris Cole is the chair of Katten's Advertising, Marketing and Promotions Practice Group. Based in the firm's Washington, DC, office, Chris focuses on advertising litigation and related counseling. His clients include household names in food and beverage, telecommunications, technology, appliance and hospitality industries.

Awarded "Advertising Lawyer of the Year" for DC in 2023 by Best Lawyers, Chris is also perennially ranked among the top advertising litigators and NAD lawyers in the country by Chambers & Partners. He has been described by Chambers as "an exceptional lawyer" and "a huge leader at the Bar in terms of advertising." Chris has also been recognized for his "ability to understand the scientific side of advertising cases."

About Katten Ad Chat

Hear from some of the top minds in the advertising industry and learn about the latest trends and best practices in advertising law in this ongoing Q&A series hosted by Katten's Advertising, Marketing and Promotions practice.

For more information, contact Marlene Shepherd.

CONTACTS

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