

### ANA Advertising Law 1-Day Conference

**Presented by the Association of National Advertisers (ANA), Hosted by Katten**

March 20, 2024

On Wednesday, March 20, at 11:00 a.m. ET, Katten will host the ANA Advertising Law 1-Day Conference. This hybrid event will cover various advertising and marketing law topics with speakers from major brands and other special guests.

Partner and Chair, Advertising, Marketing and Promotions Christopher Cole will serve as the conference chair. Several Katten partners will be featured as presenters and panelists, including:

- Kristin Achterhof and Michael Justus will co-present "The Latest on AI" session at 11:10 a.m. This session will explore how Generative AI (GenAI) raises novel issues across multiple legal and regulatory areas, including copyright, advertising, licensing, right of publicity, and more. They will discuss the current state of the GenAI legal and regulatory environment and provide practical guidance on risk-based approaches to thread the GenAI compliance needle.
- Karen Artz Ash and Jessica Kraver will serve as panelists during the "Hot Topics in Retail for 2024" at 1:00 p.m., discussing trends in the retail industry through a legal and business lens. Drawing on years of industry experience, the panel will consider the current climate for brands and retailers domestically and internationally, including the advertising and marketing challenges and opportunities in 2024.
- Daniel Render will co-present at the "Legal Trends in Sports Marketing" session at 2:30 p.m. This presentation will examine how marketing sponsorships and partnerships of sports leagues, teams, and events continue to evolve, and what key legal issues should be considered when investing a brand in sports.

[Learn about the ANA Advertising Law 1-Day Conference.](#)

[View the recording of the event.](#)

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