

Katten Ad Chat

Presented by Katten

December 9, 2024

Katten will present its "Ad Chat" event at 1:00 p.m. (ET) on Monday, December 9, hosted by Advertising, Marketing and Promotions Partner and Chair Christopher Cole. The program will feature a conversation with Arielle Garcia of Check My Ads Institute and Alan Chapell of Chapell and Associates, two well-known industry experts, discussing the recent US Department of Justice case against Google in which they alleged that Google has abused a monopoly on digital advertising services. The three-week trial, which concluded in October, alongside the other antitrust judgments levied against Google, could result in a breakup of Google that upends the ad-tech industry, fundamentally impacting the way that internet ads are bought and sold. Arielle and Alan will offer their observations of the trial and predictions for what might come next.

To learn more, contact [Mary Nardi](#).

CONTACTS

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



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