



## ANA Advertising Law 1-Day Conference

**Presented by the Association of National Advertisers (ANA)**

March 26, 2025

Katten will host the ANA Advertising Law 1-Day Conference on Wednesday, March 26, with several Katten attorneys serving as speakers.

At 11:10 a.m. (CT), Advertising, Marketing and Promotions Partner and Co-Chair Chris Cole and Intellectual Property Partner Jessica Kraver will speak on "What to Expect From the FTC Under the New Administration," about the consumer protection priorities of the FTC under the second Trump administration. The panel will feature a representative from the Midwest Region of the FTC, who will also explain what the FTC Regional Offices do, how investigations typically proceed and how to respond to FTC investigative demands.

At 1:10 p.m. (CT), Advertising, Marketing and Promotions Partner and Co-Chair Kristin Achterhof and Appeals and Critical Motions Partner Timothy Gray will present "Recent Developments in Advertising Law: Trends and Key Decisions," exploring recent court decisions and developing legal trends affecting advertisers, brands and agencies. They will share insights into how courts are tackling key issues that may help advertisers avoid risk and evaluate potential legal challenges.

At 2:50 p.m. (CT), Intellectual Property Partner Mike Justus will speak on the "AI as Co-Creator: Legal Updates and Compliance Strategies" session, covering litigation and regulatory updates regarding AI and GenAI as it relates to advertising and creative industries. It will use a mock ad campaign to highlight litigation and regulatory risks from use of AI and GenAI and to explore the latest strategies and best practices to balance creative freedom with compliance.

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

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## CONTACTS

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



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