Katten

EVENT

ANA Advertising Law 1-Day Conference

Presented by the Association of National Advertisers (ANA)

April 23, 2026

Katten will host the ANA Advertising Law 1-Day Conference at 11:00 a.m. (ET) on Thursday, April 23, with several Katten attorneys serving as speakers.

At 11:10 a.m., Intellectual Property Partner Jessica Kraver and Health Care Partner Kate Hardey will speak on the "Regulatory Enforcement: What Advertisers and Agencies Need to Know" session. It will break down recent regulatory enforcement activity and what it means for advertisers, covering FTC enforcement trends and offering an FDA perspective on evolving compliance expectations. Jessica and Kate will share practical insights to help companies navigate regulatory risk in their marketing practices.

At 11:55 a.m., Intellectual Property Partner Nathan Smith and Health Care Counsel Paul DeMuro, PhD, will speak on "AI in Advertising: Managing Legal Risk While Moving Fast." The session will focus on what legal issues advertisers and agencies need to consider when using AI as its usage in advertising grows, including transparency and disclosure obligations, substantiation of AI claims, and best practices that allow innovation while managing risk.

At 1:10 p.m., Sports and Sports Facilities Partner and Co-Chair Daniel Render and Entertainment and Media Partner Scott Cutrow will present "Sports Marketing and Sponsorships: Legal Issues Impacting Campaigns and Partnerships." The session will address legal considerations increasingly shaping deal structure and execution as brand investment in sports, athletes, and experiential marketing grows, especially around major sporting events (e.g. FIFA World Cup, the Olympic Games). It will discuss name, image and likeness issues, endorsement compliance, sweepstakes and promotions, and ambush marketing considerations affecting brands, agencies and partners.

At 1:55 p.m., Advertising and Brand Litigation Partners and Co-Chairs Kristin Achterhof and Chris Cole will speak on "Litigation Trends Every Brand Should Watch." With advertisers continuing to face scrutiny regarding labeling and advertising claims, the session will examine recent private litigation

trends and will discuss how marketing and legal teams can collaborate to reduce exposure while still delivering compelling brand messaging.

Learn more about the ANA Advertising Law 1-Day Conference.

CONTACTS

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