Katten

WEBINAR

Legal Standards for Green Marketing Claims

Presented by the Environmental Law Institute (ELI)

April 24, 2026

Advertising and Brand Litigation Partner and Co-Chair Chris Cole will serve as a panelist on the "Legal Standards for Green Marketing Claims" webinar at 12:00 p.m. (ET) on Friday, April 24. The panel will discuss the current state of green marketing, including the legal standards applied to general environmental benefit claims, sustainability claims, recyclability claims, and more.

Panelists will share insights drawn from recent National Advertising Division (NAD) decisions and developments in green marketing litigation, with a focus on how these claims are evaluated by the NAD and the courts. The panel will highlight common challenges advertisers face when trying to avoid making misleading impressions while substantiating environmental claims and communicating sustainability initiatives. The discussion will also explore practical strategies for qualifying claims and reducing exposure to greenwashing allegations.

Learn more about the "Legal Standards for Green Marketing Claims" webinar.

CONTACTS

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

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