

Ad Law Symposium

Webinar
05.04.2022

Wednesday, May 4, 2022

8:00 a.m. – 10:00 a.m. PDT
10:00 a.m. – 12:00 p.m. CDT
11:00 a.m. – 1:00 p.m. EDT

Complimentary Program via Webinar

Webinar details will be sent upon registration.

[Click here to register](#)

Please join Sheppard Mullin for its Ad Law Symposium which will address many of the top legal issues facing global advertising agencies and in-house advertisers. Each session will be 25 minutes long, so we encourage you to join for the entire program, or for the segments that interest you most.

Panels and Presenters:

1. NFT/Metaverse

The rapid growth of NFTs and metaverses present significant opportunities for brands. With these opportunities come unique legal issues and there is a growing number of lawsuits. We will discuss an overview of the relevant legal issues and lawsuits and provide practical guidance on how to avoid the legal pitfalls.

- **Jim Gatto**, *Partner*, Sheppard Mullin
- **Brittany Walter**, *Associate*, Sheppard Mullin

2. When Plaintiffs Steal Our Playbook - Mass Arbitration and Remand

Standing challenges and enforcing arbitration are standard defense moves, but recently plaintiffs are turning the tables by seeking remand of removed claims based on a lack of concrete injury or pursuing mass arbitration to exert financial leverage. We will discuss the genesis of these tactics and how to counter them.

- **Craig Cardon**, *Partner*, Sheppard Mullin

3. Trends in Digital Advertising

Digital advertising is rapidly expanding and changing as is the legal landscape that governs it. We will discuss the current digital advertising trends we are hearing about from our clients and compliance strategies in light of new state privacy laws.

- **Rachel Tarko Hudson**, *Partner*, Sheppard Mullin
- **Snehal Desai**, *Associate*, Sheppard Mullin

4. Sustainability and Environmental Claims

Certified Organic, Recyclable, Sustainable, Responsible and Beyond: Developments in the burgeoning field of consumer-based lawsuits and class action litigation challenging sustainability and environmental claims.

- **Steve Hollman**, *Partner*, Sheppard Mullin
- **Jay Ramsey**, *Partner*, Sheppard Mullin

Moderated By

- **Brian Anderson**, *Partner*, Sheppard Mullin

MCLE

California

This activity has been approved for Minimum 2.0 Continuing Legal Education credits by the State Bar of California. Sheppard Mullin Richter & Hampton LLP certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing minimum continuing legal education.

New York

This program has been approved in accordance with the requirements of the New York State Continuing Legal Education Board for a maximum of 2.0 credit hours which may be applied toward the Areas of Professional Practice requirement, and is suitable for both transitional and non-transitional attorneys.

Texas

This program has been approved for 2.0 credits in the State of Texas.

****You must attend the full webinar to receive credit.***

Questions? Please contact Maricela Alfonso via email.

Attorneys

Brian D. Anderson

Craig Cardon

Snehal Desai

James G. Gatto

Steven P. Hollman

Rachel Tarko Hudson

Brittany Walter

Practice Areas

Environmental

Litigation

Industries

Advertising

Blockchain and Fintech

Food and Beverage

Retail, Fashion & Beauty