Insights: News Releases

Kilpatrick Townsend's Barry M. Benjamin: Featured Speaker at American Conference Institute's 4th Annual Summit On Digital Advertising Compliance: Social Media, Sweepstakes & Promotions

OCTOBER 20, 2015

NEW YORK (October 20) – Kilpatrick Townsend & Stockton announced today that partner **Barry M. Benjamin** will be a featured speaker at the **American Conference Institute's 4th Annual Summit on Digital Advertising Compliance: Social Media, Sweepstakes & Promotions**. The program will be held on October 20 - 21, at the Carlton Hotel in New York, NY. To register, please click here.

Mr. Benjamin will be joined by James Lancheros, Counsel, Kellogg Company, at a session entitled, "Strengthening Claim Substantiation Efforts and Deploying Efforts to Counter Lanham Act Claims." This session will address ensuring that all advertising claims are fully substantiated to minimize regulatory and competitor scrutiny; deciphering obligations when consumers make claims about company products on the brand's social media pages; developing best practices for policing misuse of a company brand or misleading statements about a product; knowing the limits when expressly (or impliedly) making claims that refer to your competitors on social media; and strategizing when and how to go on offensive, using the Lanham Act to stop a competitor's false or misleading marketing campaign.

Mr. Benjamin is chair of Kilpatrick Townsend's Advertising, Promotions, and Marketing group. He focuses his practice on advertising, technology, and privacy law in the areas of advice and counseling, negotiating contracts, regulatory defense, and litigation. Mr. Benjamin represents clients small and large, from multinational corporate advertisers and agencies to start-up ventures.

For more information about Kilpatrick Townsend, please visit: www.kilpatricktownsend.com.

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