Insights: News Releases

Kilpatrick Townsend's Barry M. Benjamin: Featured Panelist at the American Conference Institute's 4th Advanced Forum on Resolving & Litigating Advertising Disputes

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NEW YORK (March 3) – Kilpatrick Townsend & Stockton announced today that partner **Barry M. Benjamin** will be a featured panelist at the **American Conference Institute's 4th Advanced Forum on Resolving & Litigating Advertising Disputes**. The program will be held on March 12 – 13, at the Carlton Hotel in New York, NY. To register, please click here.

Mr. Benjamin will join other industry leaders on a panel titled, "The Best Offense is a Good Defense – Bolstering Compliance Programs and Substantiation Practices." The panel will discuss best practices for ensuring proper advertising in traditional media, safeguarding against misuse of digital advertising mediums, balancing speed to market with proper claim substantiation, best practices for policing misuse of a company brand or misleading statements about a product, and working with market researchers and experts to debunk competitor's claims.

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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