

NEWS

Leslie Pedernales and Ellen Andelman served as presenters for the ACC CLE: Advertising, Copyright, Trademark and Avoiding Trouble

Speaking Engagements
08.2022

MVA Public Affairs Counsel Leslie Pedernales and Intellectual Property Counsel Ellen Andelman served as presenters for the ACC CLE titled, "Advertising, Copyright, Trademark and Avoiding Trouble," which was held on August 4. Approximately 95 attendees joined for the discussion on how to spot issues in their marketing team's efforts, and ultimately help them get to "yes" for the exciting creative they are developing for your company. Leslie and Ellen provided an overview of trademark and copyright law and how to register for each, and then covered advertising law in a world where everything from claims on a website to testimonials by influencers can be advertising. They highlighted regulatory guidance to help attendees identify risks that may emerge from marketing, and outline best practices for avoiding trouble - from regulators, competitors and customers alike.