

Davis+Gilbert Counsel 2U® Advertising + Marketing Webinar | From Retail to E-Tail: Key Legal Issues for Retailers in a Digital World

The world of e-commerce is more prevalent now than ever. In the face of the COVID-19 pandemic, many retailers are taking steps to attempt to shift their business online, while existing e-tailers may be dealing with a surge in supply and demand chain issues.

The world of “e-tail,” however, is underpinned by a complex legal landscape governing online promotions, pricing, subscriptions and consumer outreach efforts. With our featured guest, Marie Funnel, Corporate Counsel at Birchbox, a leading cosmetics e-subscription company, we will explore key issues and risk categories.

Focusing on:

- Sale, Pricing and Shipping Practices
- Automatic Renewal and Subscription Programs
- Loyalty Programs and Promotions
- Telemarketing
- Cause Marketing
- Retailer Liability for Claims

Featured Speaker

Marie Funnel, Corporate Counsel, Birchbox

Davis+Gilbert Speaker

Paavana Kumar, Associate, Advertising + Marketing

Event Details

Time: 1:00 – 2:00 p.m. (EST)

Location: Webinar

Who Should Attend

Senior management, in-house counsel, and advertising and marketing executives. These seminars are also appropriate for both newly admitted and experienced attorneys.

Legal CLE Credit Available: 1.0 hour

Cost: Complimentary

Related People

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