



National Advertising Division's 2019 Annual Conference | Disclosures: Rules of the Road in a Changing Landscape

Davis+Gilbert is a proud sponsor of the National Advertising Division's Annual Conference to be held in New York on September 23-24.

Ronald R. Urbach, Chairman of Davis+Gilbert and co-chair of the firm's Advertising + Marketing practice group, is a member of the annual conference planning committee. In addition, he will moderate a panel during a session titled "Disclosures: Rules of the Road in a Changing Landscape."

Session Overview

In the brave new world of three-dimensional, integrated campaigns, and the rapid transformation of media from traditional to digital/social to the next "new" media, the amount of information in — and the means of delivering — an advertiser's message has changed dramatically, but have the legal standards for disclosure kept pace? What are the rules of the road for an advertiser today? What will the future world be? How do you stay on the right side of the law without being too conservative or being at a competitive disadvantage?

Panelists

- Kendra Jones, General Counsel, Epson America Inc.
- Mamie Kresses, Senior Attorney, Advertising Practices Division, FTC
- Gregory Tole, Vice President, Legal, GSK Consumer Healthcare
- La Toya Sutton, Attorney, NAD

Related People

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