

# The FAME Center at Cardozo Law & Cardozo Entertainment Law Society | #Ad: Copy Review, Disclosures and Everything Else You need to Know about Advertising Law

Samantha C. Rothaus, Davis+Gilbert Advertising + Marketing associate, will speak during a panel titled “#Ad: Copy Review, Disclosures and Everything Else You need to Know about Advertising Law” at the FAME Center at Cardozo Law & Cardozo Entertainment Law Society to be held in New York on March 18.

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## Panel Overview

This panel will address the different types of advertising that is prevalent in traditional TV, online content, film, and social media. Panelists will suggest the general interests and risks among the parties involved in an advertising transaction (e.g., brands, advertising agencies, licensors, regulators) and their negotiation process for the various types of agreements that take place for a single advertisement to run. In addition, the event will cover common legal issues in advertising, including copyright and trademark infringement and regulatory compliance—and how to minimize risk by conducting diligent copy review and providing appropriate disclosures.

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## Related People

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