

## Marketing Law Series – Part 1: Consumer Protection Insights



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**ORIGINAL PROGRAM DATE**

August 4, 2025

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**AVAILABLE MEDIA TYPES**

Video & Audio MP3

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### REPORTING YOUR CREDIT

This on-demand seminar was originally presented as a live webcast on August 4, 2025, in Seattle, WA. If you attended the live webcast and reported CLE credits, you cannot also report credits from watching or listening to this recording if repeated within your three year reporting period.

### DESCRIPTION

Join us on-demand for the first installment of a brand-new CLE series on marketing law.

### AGENDA

**1 Consumer Reviews, Testimonials, and Influencers**

This session will provide an overview of federal laws and rules governing online consumer reviews/testimonials and influencer advertising and a discussion of recent Federal Trade Commission (FTC) enforcement actions in this area.

*Sarah Shifley – Federal Trade Commission, Seattle, WA*

**2 Competition Concerns in Marketing**

Hear the latest federal insights regarding competition in marketing.

*Danica Noble – Federal Trade Commission, Seattle, WA*

**3 Marketing to Children: Data Privacy Regulation and Antitrust Enforcement**

This session will explore the overlapping concerns that digital marketing to children raises under privacy and competition law. It will focus on ways data-driven advertising can undermine children's privacy and contribute to the entrenchment of dominant platforms.

*Bisma Shoaib – Federal Trade Commission, Seattle, WA*