

# Green Lights & Red Flags

FTC Rules of the Road for Business

August 15, 2019  
State Bar of Georgia  
Conference Center  
104 Marietta Street NW  
Atlanta, Georgia

Sponsored by the Federal Trade Commission, Office of the Georgia Attorney General, State Bar of Georgia Antitrust Law Section, and Better Business Bureau Serving Metro Atlanta

## AGENDA

8:15 AM Registration and coffee

9:00 AM **Introductory Remarks**  
Daniel Kaufman, Deputy Director, Bureau of Consumer Protection, FTC

**Opening Remarks**  
Georgia Attorney General Christopher M. Carr

9:30 AM **Panel 1: The Truth About False Advertising**  
An introduction to federal and state laws prohibiting deceptive and unfair practices.

*Panelists:*

- ▶ Lesley Fair, Attorney, Bureau of Consumer Protection, FTC
- ▶ Melissa Devine, Assistant Attorney General, Office of the Georgia Attorney General

10:15 AM **Panel 2: Avoiding a Promotion Commotion**  
Using e-commerce marketing platforms (including social media and influencers), making “free” offers online, and complying with the Consumer Review Fairness Act.

*Panelists:*

- ▶ Anna Burns, Assistant Director, Southeast Region, FTC
- ▶ Lauren Villnow, Assistant Attorney General, Office of the Georgia Attorney General
- ▶ Danica Kombol, CEO, Everywhere Agency, Atlanta

*Moderator:*  
Anne Infinger, Director, Consumer Protection Division,  
Office of the Georgia Attorney General

11:15 AM Networking break

11:30 AM

**Panel 3: The Secure Entrepreneur**

Insights into safeguarding your customers' personal information and honoring your privacy promises.

*Panelists:*

- ▶ Cindy Liebes, Director, Southeast Region, FTC
- ▶ Ilunga L. Kalala, Privacy Counsel, Turner Broadcasting System, Inc., Atlanta
- ▶ Tyler Jones, President, Carmichael Consulting Solutions, LLC, Roswell, Georgia
- ▶ Lara Tumeh, Alston & Bird LLP, Atlanta

*Moderator:*

Mitzi Hill, Taylor English Duma LLP, Atlanta

12:30 PM

**Networking Lunch and a Conversation with FTC Commissioner Chopra**

- ▶ Commissioner Rohit Chopra, FTC
- ▶ Mark E. Budnitz, Professor Emeritus, Georgia State College of Law

1:45 PM

**Panel 4: Competition Counts: The Basics of Antitrust Law**

A dos and don'ts primer for businesses and attorneys.

*Panelists:*

- ▶ Kelly Signs, Attorney, Bureau of Competition, FTC
- ▶ Lindsay Sklar Johnson, Vice Chair, Antitrust Section, Georgia Bar  
Bryan Cave Leighton Paisner LLP, Atlanta

*Moderator:*

William Dillon, Chair, Antitrust Section, Georgia Bar, Taylor English Duma LLP, Atlanta

2:30 PM

**Panel 5: When Your Competitor Crosses the Line**

Self-regulation and litigation options for challenging a competitor's deceptive advertising.

*Panelists:*

- ▶ Brian Catania, President & CEO, Better Business Bureau Serving Metro Atlanta
- ▶ Martin Zwerling, National Advertising Division, Council of Better Business Bureaus, New York
- ▶ Russell Blythe, King & Spalding, Atlanta

*Moderator:*

Seenaa Gressin, Attorney, Bureau of Consumer Protection, FTC

3:15 PM

Networking break

3:30 PM

**Panel 6: Integrity and Civility in Litigation**

A one-hour session that complies with Georgia's Continuing Legal Education (CLE) requirements.

*Panelists:*

- ▶ Hon. Catherine M. Salinas, United States Magistrate Judge,  
U.S. District Court for the Northern District of Georgia
- ▶ Hon. Sara L. Doyle, Presiding Judge, Georgia Court of Appeals

*Moderator:*

Harold Kirtz, Senior Litigator, Southeast Regional Office, FTC

4:30 PM

Adjourn