

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 (FTC), 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 Unit, 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 Remarks

Commissioner Rohit Chopra, FTC

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:

Seena Gressin, Attorney, Bureau of Consumer Protection, FTC

3:15 PM

Networking break

3:30 PM

Panel 6: Professionalism for Attorneys

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

Panelist:

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

Moderator:

Harold Kirtz, Senior Litigator, Southeast Regional Office, FTC

4:30 PM

Adjourn