

LAWorld Members Webinar Series

Advertising, Sweepstakes, Promotions and Competitions Workshop - Wednesday 27 October 2021

Please join us for a fast-paced, one hour, virtual introduction to the legal aspects of international advertising, sweepstakes, promotions and competitions.

Several LAWorld members – Olshan (New York), Nordia (Oslo), SMB (London), Pointon Partners (Melbourne) and act (Frankfurt-am-Main) - actively practice in this exciting niche area of the law and will present this workshop.

The content will be workshop style and will include a hypothetical competition/sweepstakes promotion and the nuances under different country's laws. It will incorporate the following key points of value if you are working with clients in the fields of commercial, branding and intellectual property.

- Can a sweepstakes be offered worldwide?
- Is it permissible to require a purchase of a product or service in order to gain a sweepstakes entry?
- What's the difference between sweepstakes and a lottery or gambling? Why does this matter?
- Are there any differences in conducting a promotion on social media?
- Can I offer a prize to an international group of entrants or does prizing need to be limited to a particular country?
- Are there translation, registration, bonding, or licensing requirements in a particular jurisdiction?
- How can a client efficiently clear an international promotion – i.e., how do Laworld attorneys work together on international sweepstakes and promotions?

This one hour FREE LAWorld webinar is an opportunity for you, your colleagues and any interested clients or professional contacts, to learn the basics of this niche area of international competition law.

This will be a FREE zoom virtual seminar, so please invite ALL your partners and associates to join!

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Register Now!

One Hour Workshop – Wednesday 27 October 2021

Times Around the World:

Central Europe	17:00	East Coast USA	11:00
UK/Portugal/South Africa	16:00	West Coast USA	08:00
Colombia	10:00	Australia	02:00 (Thursday)
China	23:00	Chile	12:00



Espen Egseth

Espen is a partner at Nordia Law Oslo (Norway). Espen has advised clients in Norway on a range of legal issues associated with promotions and advertising. A large part of Espen's clients are international entities in need of advise on promotions and advertising, contract law, corporate law and M&A.



Raoul Lumb

Raoul Lumb is a specialist commercial technology lawyer at central London law firm, Simons Muirhead & Burton. His clients range from start-ups to listed multinational companies and include software developers, digital agencies, virtual reality producers, crowd funding platforms and online gaming services. He represents FinTech clients and negotiates software licencing deals with most of the world's major banks as well as representing clients in negotiations with European manufacturing companies and research.



Andy Lustigman

Andy leads Olshan's internationally-recognized advertising, marketing and promotions practice. For over 25 years, he counsels clients around the world regarding a broad range of matters, including the clearance of advertising and marketing materials, the structuring of sweepstakes, games of skill, and other contests, the development of social media programs and direct marketing campaigns from a compliance standpoint, and the resolution of regulatory, competitor, intellectual property and privacy matters.



Marie Nybø

Marie Nybø, lawyer at Nordia Law. Marie Nybø works as a lawyer at Nordia Law's Oslo office. She has good experience working with IP - and marketing law related matters, and assist on a regular basis Norwegian and foreign clients with legal questions within these areas. In addition to IP- and marketing law, she also works with employment law & contract law.



Morgan Spina

Morgan Spina is an associate at Olshan Frome Wolosky LLP and participates in all facets of the firm's brand management practice, including privacy, sweepstakes, advertising and intellectual property matters.



Dr. Florian Wäßle LL.M.

Lawyer and partner at act AC Tischendorf Rechtsanwälte ("ACT"), Frankfurt/Germany. He leads the IP/IT practice group at ACT and is a certified specialist in intellectual property, international commercial law and information technology law. He advises German and foreign companies in all matters of intellectual property as well as information technology law, including international contract negotiations and technology-oriented transactions.



Aaron Zaonetti

Aaron is a Partner at Pointon Partners in Melbourne, Australia. He spent 4 years in the UK before returning to Australia in late 2018. Aaron has advised clients in Australia and the UK on a range of legal issues associated with product promotions and advertising, including general regulatory compliance and use of data.

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