

CAPABILITIES

Advertising, Marketing & Promotions

Whether our clients are delivering a message through one media channel or orchestrating a complex integrated marketing campaign across multiple channels – social media, internet, television, print, radio, direct mail, mobile and other avenues – we overcome legal and regulatory obstacles and ensure their interests are protected. Our objective is simple: to support each client's advertising and promotional efforts while minimizing risk.

Clients ranging from startups, entrepreneurs, boutique advertising and promotion agencies to multinational Fortune 500 corporations retain us to advise on and represent them regarding virtually every aspect of advertising, marketing and promotions law including:

- Advertising Substantiation and Claim Clearance
- Advertising, Marketing and Promotions Agreements
- Brand Activation
- Direct Marketing

- E-Commerce
- Food, Drug, Cosmetics and Dietary Supplements

- Intellectual Property Rights and Licensing
- International Marketing and Promotions
- Internet, Interactive & Mobile Marketing Law

- Litigation
- Privacy, Data & Security

- Regulatory Compliance, Investigations & Enforcement

- Social Media Law

- Sports & Celebrities Endorsements and Sponsorships

- Sweepstakes, Contests & Promotions

PRACTICE CONTACT

Andrew B. Lustigman

AREAS OF CONCENTRATION

Advertising Litigation
Advertising, Marketing and Promotions Transactions
Advertising, Marketing & Promotions Advisory Services
Direct Marketing Law
Food, Drug, Dietary Supplement, Medical Device & Cosmetics Compliance and Transactions
Green Advertising & Claims
Internet & Digital Marketing Law
Privacy, Data and Security
Regulatory Compliance, Investigations & Enforcement
Social Media Law
Sports, Sports Figures & Celebrities
Sweepstakes & Contests Law

RELATED PRACTICES

Business Tort Litigation
Intellectual Property Law
Litigation

- Technology Law

ADVISORY

Our group provides constructive, client-focused legal advice on all advertising, marketing and promotions issues. Clients turn to us for guidance on everything from new market entry, materials clearance, product and service launches, and celebrity sponsorships and endorsements to privacy concerns, commercial matters, compliance issues, dispute resolution and emerging technologies such as AI, machine learning and cryptocurrency.

Olshan lawyers are also frequently called on by other law firms to act as specialty counsel. We conduct due diligence and advise on the advertising and marketing aspects of lead generation, marketing plans and campaigns, among other matters, especially when highly regulated industries are involved.

TRANSACTIONS

The practice's lawyers are deeply experienced in structuring, negotiating and enforcing technology and IP licensing, product terms, web agreements, service provider engagements, distributor matters and all other marketing-related transactions and provisions. We have structured impressive endorsement and sponsorship deals for and with well-known athletes and celebrities of all types, including social media influencers, and have negotiated the complex media rights packages that underpin these transactions.

SWEEPSTAKES & CONTESTS

For more than 30 years, we have provided cutting-edge advice to clients on sweepstakes and contests, navigating clients of all sizes through promotions. We develop promotions rules, ensuring campaigns comply with federal and state advertising regulations, bonding requirements and the unique legal requirements of various social media sites.

REGULATORY COMPLIANCE, INVESTIGATIONS & ENFORCEMENT ACTIONS

Our lawyers guide clients on compliance issues and handle regulatory defense, representing clients in investigations and enforcement actions conducted by the FTC, FCC, FDA, CFPB and other regulatory agencies, state attorneys general and county district attorneys.

DISPUTE RESOLUTION IN AND OUT OF COURT

From competitor disputes and class actions to white-collar defense and transactions disputes, we bring unparalleled experience in state and federal court trials and appeals, and alternative dispute resolution (ADR) forums. Many of our litigators are former prosecutors and trial lawyers with extensive experience handling a wide range of business disputes as both plaintiff and defense counsel. We regularly achieve favorable results for our clients in high-profile disputes and have an exceptional success rate in ADR proceedings.

A TOP-NOTCH TEAM WITH AN INDUSTRY-WIDE REPUTATION FOR RESULTS

Chaired by Andrew Lustigman, a recognized leader and respected authority in the advertising and promotions law field, Olshan's Advertising, Marketing & Promotions Group is consistently recognized as among the nation's finest by leading peer and client-reviewed authorities such as *Chambers USA* and *The Legal 500 United States*, and ranked nationally and

regionally by Best Lawyers® for Advertising Law. Our industry-wide reputation for excellence results from our extensive knowledge of the advertising, marketing and promotions industry and the outstanding results we have achieved for clients, including landmark and precedent-setting decisions that set new legal standards.

Our Advertising, Marketing & Promotions lawyers are also internationally recognized for their abilities and effectiveness. Sought out by major media outlets for their legal acumen, often they are guests on television and radio, and they frequently speak and write on advertising and promotional marketing law topics.

LEARN MORE AT:

NOTEWORTHY

RESOURCES

MARKETING LAW BASICS

The promotions lawyers at Olshan provide experienced legal counsel that helps protect the business interests of their advertising and promotional clients around the United States and Canada, including New York, New Jersey, Florida, California, Nevada, Pennsylvania, Toronto, Montreal, Ontario, Quebec and around the world.

Our marketing law attorneys have authored a variety of helpful marketing law articles and resources on this website. Please review these materials and contact our marketing law office to learn more about how we can help you with your next advertising and promotions campaign.

Direct Marketing Law Basics - Please email us to request our white paper, which explains the key concepts marketers need to know about the laws governing direct marketing, including direct mail, faxing, telemarketing, email marketing, and sweepstakes and prize promotions.

Sweepstakes Law Basics - A two-page document highlighting the basics of sweepstakes law.

Prize Promotion Traps for the Unwary - This two-page document provides a heads-up to the most common legal problems sweepstakes and contest sponsors encounter.

FTC Enforcement Basics - A five-page overview of the FTC and its enforcement procedures, highlighting administrative hearings, district court actions, and injunctions.

These publications are issued by Olshan Frome Wolosky LLP for informational purposes only and do not constitute legal advice or establish an attorney-client relationship. To ensure compliance with requirements imposed by the IRS, we inform you that unless specifically indicated otherwise, any tax advice contained in this publication was not intended or written to be used, and cannot be used, for the purpose of (i) avoiding tax-related penalties under the Internal Revenue Code or (ii) promoting, marketing, or recommending to another party any tax-related matter addressed herein. In some jurisdictions, these publications may be considered attorney advertising.

ADVERTISING LAW BLOG

Advertising Law Blog provides commentary and news on developing legal issues in advertising, promotional marketing, Internet, and privacy law. This blog is sponsored by the Advertising, Marketing & Promotions Group at Olshan and is focused on finding creative legal solutions to its client's advertising challenges and compliance matters. The practice is geared to servicing the needs of the advertising, promotional marketing, and direct marketing industries with a commitment to providing personal, efficient and effective legal service.

NEWSLETTERS

The Advertising, Marketing & Promotions Group's quarterly newsletter covers topics of interest to the firm's clients in the areas of advertising challenges and compliance, sweepstakes and promotions, direct marketing, new media and other relevant legal issues. Also included are recent articles and publications by the attorneys.

Our goal is to provide this newsletter on a complimentary basis to our clients and contacts. We welcome your suggestions on the type of content that interests you and the ways we can make this a useful resource to meet your needs.

If you are interested in subscribing to this newsletter, please click [here](#).

If the success of your next marketing campaign is critical to the success of your business, contact the Advertising, Marketing & Promotions Group at Olshan to speak to a knowledgeable marketing law attorney who can explain how the law applies to you.

NEWS & INSIGHTS

NEWS

[09.22.2023 | Accolade](#)

Thirty-seven Olshan Attorneys Selected to Super Lawyers® 2023

[09.07.2023 | Event](#)

Andrew Lustigman and Morgan Spina Present CLE Webinar on the Nuts and Bolts of Structuring and Promoting a Lawful Sweepstakes

[08.17.2023 | Accolade](#)

Eight Olshan Lawyers Selected to The Best Lawyers in America 2024; Three Named as "Ones to Watch"

[08.03.2023 | Article](#)

Andrew Lustigman and Jeremy King Publish Article in Bloomberg Law on Why Social Media Influencers Must Weigh Liability Insurance Options

[07.31.2023 | Speaking Engagement](#)

Andrew Lustigman Speaking at IBA's 2023 Annual Conference in Paris

[07.13.2023 | Article](#)

Andrew Lustigman Publishes Article in Bloomberg Law on the Potential Risks Threads Poses to Brands

[06.27.2023 | Speaking Engagement](#)

Andrew Lustigman Speaking at ACI's Food Law and Regulation Boot Camp Virtual Conference

[06.14.2023 | Press Release](#)

Olshan Named Leading Law Firm in Shareholder Activism and Advertising by The Legal 500 US 2023

[06.14.2023 | Accolade](#)

Olshan Recognized by The Legal 500 US 2023 as a Leading Law Firm in Shareholder Activism (Tier 1) with Five Attorneys Ranked, and in Advertising with Three Attorneys Ranked

[06.09.2023 | Speaking Engagement](#)

Andrew Lustigman Presenting on Webinar Sponsored by ACC Israel, Barnea and Olshan on U.S. Advertising and Marketing Laws

[06.07.2023 | Sponsorship](#)

Olshan Hosts the Globalaw 2023 Americas Regional Meeting in New York

[06.01.2023 | Press Release | *Nine Firm Lawyers Recognized for Their Leadership*](#)

Olshan Named a Leading Law Firm in Shareholder Activism, Litigation, and Real Estate in Chambers 2023 USA Guide

[06.01.2023 | Accolade | *Nine Firm Lawyers Recognized for Their Leadership*](#)

Olshan Named a Leading Law Firm in Shareholder Activism, Litigation, and Real Estate in Chambers 2023 USA Guide

[04.24.2023 | Article](#)

Andrew Lustigman and Morgan Spina Publish Article in Sports Litigation Alert on How MLB's Apple TV+ Arrangement Highlights Subscription Legal Compliance Obligations

[04.13.2023 | Article](#)

Andrew Lustigman and Morgan Spina Publish Article in the New York Law Journal on FTC's Proposed New Rules for Businesses Selling Subscriptions Heighten Compliance Obligations

[03.14.2023 | Speaking Engagement](#)

Andrew Lustigman Speaking at ACI's 7th Annual Summit on Food Law – Regulation, Compliance and Litigation

[01.03.2023 | Quoted](#)

Andrew Lustigman Quoted by Law360 on the FTC's Consumer Protection Rulemaking and Enforcement in 2023

[11.03.2022 | Accolade](#)

Olshan Recognized as "Best Law Firm" by U.S. News-Best Lawyers® for Securities/Capital Markets, Real Estate, Commercial Litigation, Advertising, Trusts & Estates and Employee Benefits

[11.03.2022 | Accolade](#)

Olshan Recognized as "Best Law Firm" by U.S. News-Best Lawyers® for Securities/Capital Markets, Real Estate, Commercial Litigation, Advertising, Trusts & Estates and Employee Benefits

[10.13.2022 | Firm News](#)

Olshan Provides Pro Bono Legal Assistance to Ukrainian Refugees via UA Support Project

09.29.2022 | [Accolade](#)

Thirty-eight Olshan Attorneys Selected to Super Lawyers® 2022

09.29.2022 | [Accolade](#)

Thirty-eight Olshan Attorneys Selected to Super Lawyers® 2022

08.18.2022 | [Accolade](#)

Ten Olshan Lawyers Selected to The Best Lawyers in America 2023; Two Named as “Ones to Watch”

08.18.2022 | [Accolade](#)

Ten Olshan Lawyers Selected to The Best Lawyers in America 2023; Two Named as “Ones to Watch”

07.29.2022 | [Quoted](#)

Scott Shaffer Quoted in Insider regarding Cash for Rankings Boxing Scandal

06.15.2022 | [Firm News](#)

Olshan Secures Affirmance of Consumer Class-Action Dismissal in New Jersey’s Appellate Division

06.09.2022 | [Accolade](#)

Olshan Recognized by The Legal 500 US 2022 as a Leading Law Firm in Shareholder Activism (Tier 1) with Seven Attorneys Ranked, and in Advertising with Two Attorneys Ranked

06.09.2022 | [Accolade](#)

Olshan Recognized by The Legal 500 US 2022 as a Leading Law Firm in Shareholder Activism (Tier 1) with Six Attorneys Ranked, and in Advertising with Two Attorneys Ranked

06.01.2022 | [Press Release](#)

Olshan Named a Leading Law Firm in Shareholder Activism, Advertising, Litigation and Real Estate in Chambers 2022 USA Guide

06.01.2022 | [Firm News](#)

Appellate Court Grants Unanimous Decision on Behalf of Olshan Client

06.01.2022 | [Firm News](#)

Olshan Named a Leading Law Firm in Shareholder Activism, Advertising, Litigation and Real Estate in Chambers 2022 USA Guide

05.27.2022 | [Speaking Engagement](#)

Andrew Lustigman Speaking at 2022 ACI Food Law Conference

04.08.2022 | [Speaking Engagement](#)

Andrew Lustigman and Morgan Spina Serve as Panelists on CLE Webinar on Ecommerce Marketing

02.24.2022 | [Media Mention](#)

Olshan Recognized by Media Law International

01.19.2022 | [Firm News](#)

New Jersey State Court Successfully Dismisses Consumer Fraud Act Class Action Suit on Behalf of Olshan Client

[01.10.2022 | Quoted](#)

Law360 Quotes Andrew Lustigman on Consumer Protection Cases and Policies to Watch in 2022

[11.04.2021 | Press Release](#)

Olshan Recognized as “Best Law Firm” by U.S. News-Best Lawyers® for Securities/Capital Markets, Real Estate, Commercial Litigation, Advertising, Trusts & Estates and Employee Benefits

[11.04.2021 | Accolade](#)

Olshan Recognized as “Best Law Firm” by U.S. News-Best Lawyers® for Securities/Capital Markets, Real Estate, Commercial Litigation, Advertising, Trusts & Estates and Employee Benefits

[10.27.2021 | Speaking Engagement](#)

Andrew Lustigman and Morgan Spina Speak on LAWorld’s Virtual Workshop Panel

[10.01.2021 | Press Release](#)

Thirty-five Olshan Attorneys Selected to Super Lawyers® 2021

[10.01.2021 | Accolade](#)

Thirty-five Olshan Attorneys Selected to Super Lawyers® 2021

[09.21.2021 | Firm News](#)

Olshan Advertising and Branding Attorneys Present the Legal Side of the Digital Marketing World Webinar Hosted by Social Media Association

[08.31.2021 | Firm News](#)

New York Law Journal Publishes Article on College Athletes and Fashion Brands by Andrew Lustigman and Scott Shaffer

[08.19.2021 | Press Release](#)

Nine Olshan Lawyers Selected to The Best Lawyers in America 2022; Two Named as “Ones to Watch”

[08.19.2021 | Accolade](#)

Nine Olshan Lawyers Selected to The Best Lawyers in America 2022 and Two Named as “Ones to Watch”

[06.15.2021 | Press Release](#)

The Legal 500 US 2021 Names Olshan as a Top Tier 1 Firm in Shareholder Activism and Eight Lawyers Ranked in Practice; Advertising Practice and Two Attorneys Ranked

[06.15.2021 | Firm News](#)

The Legal 500 US 2021 Names Olshan as a Top Tier 1 Firm in Shareholder Activism and Eight Lawyers Ranked in Practice; Advertising Practice and One Attorney Ranked

[05.21.2021 | Firm News](#)

Olshan Named a Leading Law Firm in Shareholder Activism, Advertising, Litigation and Real Estate in Chambers 2021 USA Guide; Seven Lawyers named as Leading Lawyers

[05.21.2021 | Press Release](#)

Olshan Named a Leading Law Firm in Shareholder Activism, Advertising, Litigation and Real Estate in Chambers 2021 USA Guide; Seven Lawyers named as Leading Lawyers

[04.05.2021 | Firm News](#)

New Jersey State Court Successfully Dismisses Consumer Fraud Act Class Action Suit on Behalf of Olshan Client

[02.18.2021 | Firm News](#)

Engaging Experts Podcast Interviews Andrew Lustigman on False Advertising Disputes

[01.29.2021 | Firm News](#)

Olshan Presents Consumer Protection Update Webinar Hosted by ABA

[01.26.2021 | Firm News](#)

NYSBA Inside Publishes Article by Andrew Lustigman and Morgan Spina on NY's New Automatic Renewal Law

[01.19.2021 | Firm News](#)

Law360 Publishes Article by Scott Shaffer on the Uncertain Future of the TCPA

[01.05.2021 | Firm News](#)

Andrew Lustigman Quoted in Law360 on the FTC's Ability to Seek Monetary Restitution

[12.10.2020 | Firm News](#)

Olshan Branding Management and Protection Attorneys Present Webinar on Marketing in the COVID-19 Era to the Bronx Third Avenue BID

[12.02.2020 | Firm News](#)

The Legal 500 Publishes "United States: Pharmaceutical Advertising" Q&A by Andrew Lustigman and Morgan Spina

[11.18.2020 | Firm News](#)

Olshan's Advertising Practice Provides Pro Bono Support to COVID-19 and Racial Equality Fundraiser

[11.05.2020 | Firm News](#)

Olshan Recognized as "Best Law Firm" by U.S. News-Best Lawyers® for Securities/Capital Markets, Real Estate, Litigation, Advertising, Trusts & Estates and Employee Benefits

[11.05.2020 | Press Release](#)

Olshan Recognized as "Best Law Firm" by U.S. News-Best Lawyers® for Securities/Capital Markets, Real Estate, Litigation, Advertising, Trusts & Estates and Employee Benefits

[10.28.2020 | Firm News](#)

Thirty-one Olshan Attorneys Selected to Super Lawyers®2020

[10.28.2020 | Press Release](#)

Thirty-one Olshan Attorneys Selected to Super Lawyers 2020

[10.22.2020 | Firm News](#)

Law360 Publishes Article by Scott Shaffer on Recent TCPA Rulings that Benefit Companies Facing Robocall Claims

[10.19.2020 | Firm News](#)

Andrew Lustigman to Speak at ACI's 4th Annual Legal, Regulatory and Compliance Forum on Advertising Claims Substantiation

09.10.2020 | [Firm News](#)

Andrew Lustigman Contributes to Business Ethics During COVID-19 Companies Digest Article

09.02.2020 | [Firm News](#)

Andrew Lustigman, Mary Grieco and Morgan Spina Contribute Chapter in OneTrust DataGuidance

09.01.2020 | [Firm News](#)

New York Law Journal Publishes Article on Avoiding Viral Promotion Malfunctions by Andrew Lustigman and Morgan Spina

08.28.2020 | [Firm News](#)

Olshan Partner Andrew Lustigman Elected to Fellows of the American Bar Foundation

08.20.2020 | [Press Release](#)

Nine Olshan Lawyers Selected to The Best Lawyers in America 2021

08.20.2020 | [Firm News](#)

Nine Olshan Lawyers Selected to The Best Lawyers in America 2021

08.13.2020 | [Firm News](#)

Andrew Lustigman Quoted in The Legal Examiner on the Class Action Lawsuit Filed Against TikTok

08.07.2020 | [Firm News](#)

Andrew Lustigman Quoted in AdAge on the Advertisement Agreements Between TikTok and Brands

07.22.2020 | [Firm News](#)

The Legal 500 Publishes The United States: Pharmaceutical Advertising Q&A

07.17.2020 | [Firm News](#)

Andrew Lustigman Speaks at ACI's Food Advertising & Marketing Law Master Symposium

06.25.2020 | [Firm News](#)

Andrew Lustigman, Mary Grieco, Scott Shaffer and Morgan Spina Contribute Four Guidance Notes on Direct Marketing in OneTrust DataGuidance

06.11.2020 | [Press Release](#)

The Legal 500 US 2020 Recognizes Olshan as a Top Tier 1 Firm in Shareholder Activism and Names Three Activist Practice Partners as "Leading Lawyers"; Olshan's Advertising Practice and Attorneys Also Recognized in the Guide

05.20.2020 | [Firm News](#)

Andrew Lustigman Quoted in Bloomberg Law on DOJ's, FTC's and FDA's Attack on Coronavirus Fraudsters

04.23.2020 | [Press Release](#)

Olshan Shareholder Activist and Advertising Lawyers Recognized in Chambers 2020 USA Guide

04.23.2020 | [Firm News](#)

Olshan Shareholder Activist and Advertising Lawyers Recognized in Chambers 2020 USA Guide

[03.27.2020 | Firm News](#)

Olshan Provides Key Legal Insights Relevant to the Impact of COVID-19

[12.27.2019 | Firm News](#)

Andrew Lustigman Quoted in LegalTech News on Lawyers, Their Use of Social Media, Ethics and Time Constraints

[12.10.2019 | Firm News](#)

The In-House Lawyer Publishes The United States: Pharmaceutical Advertising Q&A

[11.14.2019 | Firm News](#)

Andrew Lustigman to Speak at ACI's 3rd Annual Legal, Regulatory and Compliance Forum on Advertising Claims Substantiation

[11.01.2019 | Firm News](#)

Olshan Recognized as "Best Law Firm" by U.S. News-Best Lawyers® for Securities/Capital Markets, Real Estate, Advertising, Trusts & Estates and Employee Benefits

[11.01.2019 | Press Release](#)

Olshan Recognized as "Best Law Firm" by U.S. News-Best Lawyers® for Securities/Capital Markets, Real Estate, Advertising, Trusts & Estates and Employee Benefits

[10.29.2019 | Firm News](#)

Scott Shaffer Represents Boxer Krzysztof Glowacki in Arbitration Victory

[10.22.2019 | Firm News](#)

Insightful Event With Delegation of the Shenzhen Bar Association Hosted at Olshan

[09.12.2019 | Firm News](#)

Thirty-Six Olshan Lawyers Selected by Super Lawyers® 2019

[09.12.2019 | Press Release](#)

Thirty-seven Olshan Attorneys Selected to Super Lawyers®2019

[08.15.2019 | Firm News](#)

Eight Olshan Lawyers Selected to The Best Lawyers in America 2020

[08.15.2019 | Press Release](#)

Eight Olshan Lawyers Selected to The Best Lawyers in America 2020

[07.24.2019 | Firm News](#)

Andrew Lustigman Quoted in Law360 on the FTC's Stringent Review of COPPA

[07.01.2019 | Firm News](#)

Law360 Quotes Mary Grieco on Staying Compliant with New Online Advertising Privacy Laws

[06.05.2019 | Firm News](#)

Olshan Shareholder Activism Practice Recognized in Legal 500 US 2019 as Top Tier 1 Leading Firm and Co-Chairs as Leading Lawyers; Advertising Practice Recognized as Leading Firm

[06.03.2019 | Press Release](#)

Olshan Shareholder Activism Practice Recognized in Legal 500 US 2019 as Top Tier 1 Leading Firm and Co-Chairs as Leading Lawyers; Advertising Practice Recognized as Leading Firm

[04.26.2019 | Firm News](#)

Olshan Advertising Practice and Lawyer Recognized in Chambers 2019 USA Guide and Two Lawyers from Shareholder Activist Practice Recognized

[04.26.2019 | Press Release](#)

Olshan Advertising Practice and Lawyer Recognized in Chambers 2019 USA Guide and Two Lawyers from Shareholder Activist Practice Recognized

[04.25.2019 | Firm News](#)

Andrew Lustigman and Morgan Spina Publish Article in ABA's *What's In Store* Newsletter on FTC's Enforcement Authority

[04.01.2019 | Firm News](#)

Andrew Lustigman Quoted in Legaltech News on Facebook's Litigation Against Fake Accounts

[11.01.2018 | Press Release](#)

Olshan Recognized as "Best Law Firm" by U.S. News-Best Lawyers® for Securities/Capital Markets, Real Estate, Advertising, Trusts & Estates and Employee Benefits

[11.01.2018 | Firm News](#)

Olshan Again Recognized as "Best Law Firm" by U.S. News-Best Lawyers® for Securities/Capital Markets, Real Estate, Advertising, Trusts & Estates and Employee Benefits

[10.31.2018 | Firm News](#)

Olshan Sponsors Women in Law & Leadership Summit

[10.10.2018 | Firm News](#)

Andrew Lustigman Quoted in PacerMonitor on Recent False Advertising Crackdown

[09.27.2018 | Firm News](#)

Andrew Lustigman Quoted in Law360 Article on FTC's Ruling Against 'I.V. Cocktail' Ads

[09.19.2018 | Firm News](#)

Thirty-Three Olshan Lawyers Selected by Super Lawyers® 2018

[09.17.2018 | Press Release](#)

Thirty-six Olshan Attorneys Selected to Super Lawyers®2018

[08.29.2018 | Firm News](#)

New York Law Journal Publishes Article on Deceptive Pricing and Settlements by Lustigman and Spina

[08.15.2018 | Firm News](#)

Six Olshan Attorneys Selected to The Best Lawyers in America 2019

[08.15.2018 | Press Release](#)

Six Olshan Attorneys Selected to The Best Lawyers in America 2019

[06.20.2018 | Firm News](#)

Andrew Lustigman to Present CLE Webinar on June 26th on Social Media Marketing for Lawline

[06.11.2018 | Press Release](#)

Olshan Shareholder Activism and Advertising Practices Recognized in Legal 500 US 2018; "Leading Lawyer" and Four Other Lawyers Individually Recognized

[06.07.2018 | Firm News](#)

Olshan to Present Consumer Protection Update on June 18th Hosted by ABA

[06.04.2018 | Firm News](#)

Olshan Recognized by *The Legal 500 United States*

[05.10.2018 | Press Release](#)

Olshan Advertising Practice Recognized in Chambers 2018 USA Guide; Four Lawyers Individually Recognized

[05.10.2018 | Firm News](#)

Olshan Advertising Practice and Four Lawyers Recognized in Chambers 2018 USA Guide

[04.23.2018 | Firm News](#)

Leading Internet Case Law Publishes Article by Andrew Lustigman and Morgan Spina on Copyright Infringement for Embedded Photos

[04.10.2018 | Firm News](#)

The Real Deal Reports on Olshan Client Purplebricks Expansion into New York

[04.06.2018 | Firm News](#)

BNA Big Law Business Publishes Article by Andrew Lustigman and Morgan Spina on Virtual Reality Disclosure Obligations

[02.22.2018 | Firm News](#)

Leading Internet Case Law Publishes Article by Andrew Lustigman on California's Auto-Renewal Laws

[02.20.2018 | Firm News](#)

Andrew Lustigman Speaking at the 4th Annual Entertainment & Sports Law Symposium

[11.01.2017 | Press Release](#)

Olshan Recognized as "Best Law Firm" by U.S. News-Best Lawyers® for Securities/Capital Markets, Real Estate, Advertising, Employment Law, Trusts & Estates and Employee Benefits

[11.01.2017 | Firm News](#)

Olshan Recognized as "Best Law Firm" by U.S. News-Best Lawyers for Securities, Real Estate, Advertising, Employment, Trusts & Estates and Employee Benefits

[10.13.2017 | Firm News](#)

Racked Features Andrew Lustigman as Legal Source on Student Advertisers

10.09.2017 | Firm News

Digital Business Lawyer Publishes Article by Andrew Lustigman on the FTC's COPPA Compliance Update

09.20.2017 | Press Release

Thirty-Seven Olshan Attorneys Selected to Super Lawyers® 2017

09.20.2017 | Firm News

Thirty-two Olshan Lawyers Selected by Super Lawyers® 2017

09.12.2017 | Firm News

Andrew Lustigman Speaking at the ANA/BAA 39th Marketing Law Conference

09.11.2017 | Firm News

Andrew Lustigman to Speak at the 5th Annual Caribbean & Latin American Corporate Counsel Summit on Social Media Compliance

08.28.2017 | Firm News

New York Law Journal Publishes Article on Fake E-Commerce Reviews by Lustigman

08.15.2017 | Press Release

Five Olshan Attorneys Selected to The Best Lawyers in America 2018

08.15.2017 | Firm News

Five Olshan Attorneys Selected to The Best Lawyers in America 2018

08.14.2017 | Firm News

Bloomberg BNA Quotes Andrew Lustigman on Google's Privacy Policy

07.26.2017 | Firm News

Olshan to Present Consumer Protection Update Webinar Hosted by ABA

06.26.2017 | Firm News

Scott Shaffer Quoted in New York Law Journal and Law360 on Second Circuit's TCPA Ruling

06.07.2017 | Firm News

Olshan Advertising Practice Recommended for Second Year in a Row in The Legal 500 2017

06.07.2017 | Firm News

Andrew Lustigman to Speak at ACI's 29th National Conference on Consumer Finance Class Actions & Litigation

06.02.2017 | Press Release

Olshan Advertising and Marketing Practice and Three Partners Recognized in Legal 500 US 2017

04.10.2017 | Firm News

Insightful Evening With Clark Russell Hosted at Olshan

04.06.2017 | Firm News

New York Post Quotes Andrew Lustigman on Restriction of Privacy for Facebook Users

[03.16.2017 | Firm News](#)

The Wall Street Journal Quotes Olshan's Andrew Lustigman on Cloudpets Data Breach

[03.13.2017 | Firm News](#)

Lustigman Quoted in Luxury Daily and Mobile Marketer on the Fate of Net Neutrality

[01.12.2017 | Firm News](#)

Andrew Lustigman to Speak at IZEA Fest 2017

[12.22.2016 | Firm News](#)

Lustigman Quoted in NYPost and Law360 On Lawsuit Filed Against Twitter, Facebook & Google

[11.01.2016 | Firm News](#)

Olshan Recognized as "Best Law Firm" in New York and Nationally for Securities/Capital Markets, Real Estate, Advertising, and Employment Law by U.S. News-Best Lawyers®

[11.01.2016 | Press Release](#)

Olshan Recognized as "Best Law Firm" in New York and Nationally for Securities/Capital Markets, Real Estate, Advertising, and Employment Law by U.S. News-Best Lawyers®

[10.28.2016 | Firm News](#)

Andrew Lustigman Presenting at ANA/BAA 38th Marketing Law Conference

[09.21.2016 | Firm News](#)

Forty Olshan Lawyers Selected by Super Lawyers®

[09.21.2016 | Press Release](#)

Thirty-seven Olshan Attorneys Selected to Super Lawyers®2016

[09.19.2016 | Firm News](#)

New York Law Journal Publishes Article on Social Media in Brand Promotion by Lustigman and Anand

[08.24.2016 | Firm News](#)

Andrew Lustigman Speaking at ACI's 5th Annual Summit on Digital Advertising Compliance

[08.18.2016 | Firm News](#)

Shaffer Comments on TCPA's Recent Exceptions

[08.15.2016 | Press Release](#)

Six Olshan Attorneys Selected to The Best Lawyers in America 2017

[08.15.2016 | Firm News](#)

Six Olshan Attorneys Selected to The Best Lawyers in America© 2017

[08.05.2016 | Firm News](#)

Shaffer Comments on Trump University's Pending Trial

[07.13.2016 | Firm News](#)

Olshan Defends TD Ameritrade and Havas Against Lions Gate's Claims

07.12.2016 | Firm News

Shaffer Quoted in The Pennsylvania Record Regarding Stoops v. Wells Fargo Bank

07.08.2016 | Firm News

Olshan Presents Social Media, Native Advertising & Sponsored Content Law NBI Webinar

07.08.2016 | Firm News

Andrew Lustigman Speaking at NAD Annual Conference

07.08.2016 | Firm News

Andrew Lustigman Speaking at the Practising Law Institute's Program on Advertising Law Institute 2016

07.06.2016 | Firm News

Lustigman Quoted in Bloomberg BNA on Social Media Advertising

06.17.2016 | Press Release

Legal 500 Recognizes Olshan as Leading Firm in Advertising and Marketing; Andrew Lustigman Highlighted

06.15.2016 | Firm News

Olshan Advertising Practice Recommended in The Legal 500 2016

06.03.2016 | Firm News

Lustigman Quoted in Fashion Law Blog on Social Media Influencers and Appropriate Disclosure

06.03.2016 | Firm News

Lustigman and Shaffer Discuss Online Discount Pricing Facing Scrutiny

06.01.2016 | Firm News

Olshan Real Estate Practice Recognized by Chambers 2016 USA; Lustigman and Ross Ranked as Leading Lawyers

06.01.2016 | Firm News

Andrew Lustigman's Article Regarding the Impact Obama Overtime Rule has on Advertising Agencies and Media Companies

06.01.2016 | Press Release

Olshan Real Estate Practice Recognized in Chambers 2016 USA Guide; Andrew Lustigman and Samuel Ross Ranked as Leading Lawyers

05.23.2016 | Firm News

The National Law Journal Names Olshan to 2016 Midsize Hot List

05.10.2016 | Firm News

Olshan Presents Consumer Protection Update Webinar

04.20.2016 | Firm News

Lustigman Quoted in Contently on the FTC, Native Advertisement, and Influencer Marketing

03.15.2016 | Firm News

Lustigman Quoted in Law360 Regarding FTC's Lord & Taylor Settlement

[03.14.2016 | Firm News](#)

Olshan Puts Lions Gate's Claims in the Corner

[03.06.2016 | Firm News](#)

Lustigman Quoted in Digiday on Virtual Reality, the Latest Ploy to Target Kids

[02.29.2016 | Firm News](#)

Bloomberg BNA Publishes Social Media Considerations for Real Estate Companies by Andrew Lustigman and Mary Grieco

[01.28.2016 | Firm News](#)

Scott Shaffer Addresses TCPA Class Action 'Pick Off' Strategy in Bloomberg's Electronic Commerce & Law Report

[01.15.2016 | Firm News](#)

Olshan Closes Digirad's Acquisition of Project Rendezvous Holding Corporation and Related Financing

[01.07.2016 | Firm News](#)

Lustigman Quoted in Bloomberg's *Electronic Commerce & Law Report*

[01.04.2016 | Press Release](#)

Andrew Lustigman to Speak on IP Issues in Social Media Content at American Association of Law Schools Annual Meeting

[12.21.2015 | Press Release](#)

Olshan Names Three New Partners and Three Counsel Effective January 2016; Andrew Freedman named Co-Head of Activist Practice

[12.14.2015 | Firm News](#)

Lustigman to Serve as Panelist at American Association of Law Schools ("AALS") Annual Meeting

[12.10.2015 | Firm News](#)

Lustigman Co-presents CLE Webinar on Affiliate Marketing Agreements

[11.03.2015 | Firm News](#)

Law360 Highlights Olshan's Crowdfunding Webinar

[10.30.2015 | Firm News](#)

Rent the Runway Foundation Launches Project Entrepreneur

[10.27.2015 | Firm News](#)

Shaffer Quoted in Law360

[10.23.2015 | Firm News](#)

Lustigman & Shaffer Present Seminar on Legal Developments in Mobile Marketing

[10.02.2015 | Press Release](#)

Andrew Lustigman to Speak at IZEA Fest on FTC Compliance Issues

[09.28.2015 | Firm News](#)

Lustigman to Speak at IZEA Fest 2015

[09.16.2015 | Press Release](#)

Thirty-nine Olshan Attorneys Selected to Super Lawyers® 2015

[09.16.2015 | Firm News](#)

Thirty-nine Olshan Lawyers Selected by Super Lawyers®

[09.02.2015 | Firm News](#)

Mobile Marketer Highlights Lustigman's Client Alert on New Social Media/Endorsement Guidance Issued by FTC

[08.26.2015 | Firm News](#)

Lustigman Quoted Regarding FTC's Power to Penalize Companies for Insufficient Cybersecurity Practices

[08.17.2015 | Press Release](#)

Five Olshan Attorneys Selected to The Best Lawyers in America© 2016

[08.17.2015 | Firm News](#)

Five Olshan Attorneys Selected to The Best Lawyers in America© 2016

[07.31.2015 | Firm News](#)

Lustigman Quoted in a Law360 Article on FTC's Social Media Promotion Guide

[05.27.2015 | Firm News](#)

Lustigman and Ross Ranked by Chambers 2015 USA

[05.20.2015 | Press Release](#)

Olshan Partners Andrew Lustigman and Samuel Ross Ranked as Leading Lawyers in Chambers 2015 USA Guide

[05.08.2015 | Firm News](#)

Lustigman and Barney Discuss Recent Actions for how Companies Approach Cybersecurity

[04.17.2015 | Firm News](#)

Lustigman Serves as Editor for American Bar Association Advertising Report

[04.09.2015 | Firm News](#)

Lustigman and King Discuss Cyber-Liability Insurance

[03.13.2015 | Firm News](#)

Lustigman Speaks at 6th Annual Mobile Marketing Day

[03.12.2015 | Firm News](#)

Lustigman Discusses Legal Issues Involving the Proposed Consumer Privacy Bill of Rights

[03.05.2015 | Firm News](#)

Gursky and Grieco Lead Presentation on Fashion Law

[02.17.2015 | Firm News](#)

Lustigman Discusses Drawbacks of Failing to Comply with NAD Advice

02.03.2015 | Firm News

Lustigman Discusses Challenges of Advance Consent

01.20.2015 | Firm News

Lustigman and Shaffer Discuss TCPA Lawsuits and Implications on Telemarketers

01.08.2015 | Firm News

Lustigman to Speak at Mobile FirstLook: Strategy 2015

12.23.2014 | Firm News

Lustigman Discusses Clear Disclosures in National Advertising and Social Media Campaigns

12.09.2014 | Firm News

Lustigman Publishes Inside Counsel Article on Utilizing Intellectual Property in Social Media

11.25.2014 | Firm News

Lustigman Discusses COPPA Ramifications in Inside Counsel

11.11.2014 | Firm News

Lustigman Publishes Article About Using Online Reviews as Advertising

11.07.2014 | Firm News

Shaffer Quoted in Law360 on FCC's TCPA Order

10.28.2014 | Firm News

Lustigman and Shaffer Publish Article About Consent Under the TCPA

10.14.2014 | Firm News

Lustigman Publishes Article About Supplier and Manufacturer Responsibility

10.10.2014 | Firm News

Lustigman Interviewed on The Peter Tilden Show Regarding Social Media Issues

09.30.2014 | Firm News

Lustigman Publishes Like-Gating Article in Inside Counsel

09.02.2014 | Firm News

Shaffer Quoted on Recent Call to Update TCPA Language

08.08.2014 | Firm News

Shaffer Quoted by Bloomberg on Effects of Record-Setting TCPA Settlement for Capital One

08.08.2014 | Firm News

Shaffer Examines Ascertainability Issues Raises by Skinnygirl Ruling

06.26.2014 | Firm News

Lustigman Contributes to Law360's Five Ways Lawyers Can Better Leverage Social Media

06.15.2014 | Firm News

Lustigman Quoted on New Jersey's Unexpected Skill Contest Legislation

[05.27.2014 | Firm News](#)

Lustigman and Ross Named by Chambers USA

[05.27.2014 | Firm News](#)

Law360 Quotes Lustigman on FTC Data Broker Report

[05.23.2014 | Press Release](#)

Olshan Partners Andrew Lustigman and Samuel Ross Ranked as Leading Lawyers in Chambers 2014 USA Guide

[05.21.2014 | Firm News](#)

Lustigman Discusses Google and the Right to be Forgotten on Arise News

[04.25.2014 | Firm News](#)

Lustigman to Speak on City Bar CLE Panel on Sweepstakes, Promotions and Marketing

[03.25.2014 | Firm News](#)

Shaffer Quoted in Law360 on Supreme Court's Lanham Act Ruling

[03.12.2014 | Firm News](#)

Ezor Quoted in Law360 Article About Avoiding Privacy Suits

[02.21.2014 | Firm News](#)

Lustigman Speaks on Promotions and Sweepstakes in the Digital Age

[02.11.2014 | Firm News](#)

Law360 Quotes Of Counsel Jonathan Ezor on Big Data Challenges

[02.06.2014 | Firm News](#)

Bloomberg BNA Cyberlaw Outlook for 2014 Quotes Lustigman on Social Media

[01.28.2014 | Press Release](#)

Olshan's Advertising, Marketing & Promotions Practice Launches Integrated Platform and Relaunches Leading Internet Sweepstakes Site

[12.11.2013 | Firm News](#)

Shaffer Quoted in Law360 on Potential Increase in Federal TCPA Suits in NYC

[11.25.2013 | Firm News](#)

Shaffer Quoted in Law360 on Effects of Rise in TCPA Class Actions

[11.21.2013 | Firm News](#)

Shaffer Quoted in Law360 Article on DATA Act

[11.14.2013 | Firm News](#)

Ezor Quoted in Law360 on Data Protection in the EU

[10.24.2013 | Firm News](#)

Ezor Quoted in Law360 on Data Use Policies

10.22.2013 | Firm News

Law360 Quotes Shaffer Regarding Expansion of TCPA Defense Options

10.01.2013 | Firm News

Lustigman and Ezor Quoted in Law360 Article About Social Media Use

09.13.2013 | Firm News

Lustigman Authors Chapter for *Inside the Minds: Recent Developments in Advertising Law*

08.26.2013 | Firm News

Lustigman Quoted in Law360 on FTC Guidelines Regarding Advertising Campaigns

08.06.2013 | Firm News

Lustigman Quoted in Law360 Article About Mobile Cramming Practices

06.06.2013 | Firm News

Lustigman Quoted in June 2013 Issue of Entrepreneur Magazine

05.24.2013 | Press Release

Olshan Partners Andrew Lustigman and Samuel Ross Ranked As Leading Lawyers in Chambers 2013 USA Guide

05.24.2013 | Firm News

Lustigman and Ross Named by Chambers USA

05.07.2013 | Firm News

Lustigman Quoted On Time Warner Victory regarding Claim of Exaggerated Advertising

04.23.2013 | Firm News

Lustigmans Lead Nutrition 21 in Successful Challenge of InterHealth

03.08.2013 | Firm News

Lustigman Quoted in Digiday's Article "Brands' Biggest Legal Problems in Digital"

01.24.2013 | Firm News

Lustigman Leads Olshan Team Defending California Class Action

01.01.2013 | Firm News

Bloomberg BNA Cyberlaw Outlook for 2013 Quotes Andy Lustigman on Advertising, Mobile Device Marketing and Recent Decisions by National Advertising Division

12.13.2012 | Firm News

Lustigman Quoted in Digiday's Article "How Brands Deal With Legal"

12.11.2012 | Firm News

Lustigman Assists LNK Partners with Investment in Marketer of P90x

11.28.2012 | Firm News

Ezor Contributes "Ethics Crash Course in the Wake of Hurricane Sandy" for LTN

11.09.2012 | [Firm News](#)

Scott Shaffer Appears on truTV

09.20.2012 | [Press Release](#)

Olshan Attorneys Recognized by The Best Lawyers in America® 2013 and Super Lawyers® for 2012

09.20.2012 | [Firm News](#)

Twenty-Four Olshan Lawyers Selected by Super Lawyers®

08.28.2012 | [Firm News](#)

Lustigman Quoted in Law360 on Energy Drink Probe

07.27.2012 | [Firm News](#)

Shaffer Scores Knockout Victory for CES

07.19.2012 | [Firm News](#)

Ezor Says Lawyers Will Like the New Smartphone

06.22.2012 | [Firm News](#)

Olshan Welcomes Partner William MacDonald Formerly of Dewey

06.22.2012 | [Press Release](#)

William R. MacDonald Joins Olshan

06.19.2012 | [Firm News](#)

Lustigman Discusses Most Important Advertising Cases of the Year

06.07.2012 | [Firm News](#)

Lustigman and Ross Named by Chambers USA

06.07.2012 | [Press Release](#)

Olshan's Andrew Lustigman and Samuel Ross Ranked by Chambers in 2012 USA Guide

05.23.2012 | [Firm News](#)

Lustigman Quoted in Law360 on FCC's "Cramming" Proposal

05.09.2012 | [Press Release](#)

Olshan Obtains Significant Victory Against Verizon And OnStar

05.08.2012 | [Firm News](#)

Ezor Authors Article in Law Technology News

05.08.2012 | [Firm News](#)

Law 360 Covers Shaffer's Victory for Family Care and Association Health Care

04.30.2012 | [Press Release](#)

The National Law Journal Names Olshan to "Midsize Hot List"

04.23.2012 | [Firm News](#)

NLJ Names Olshan to 2012 Midsize Hot List

[03.21.2012 | Firm News](#)

Andrew Lustigman Quoted in Law360 on Verizon and Third-Party Billing

[03.13.2012 | Firm News](#)

Ezor Interviewed in Mobile Marketing

[03.13.2012 | Firm News](#)

Ezor Authors Article in Law 360

[03.07.2012 | Firm News](#)

Ezor Authors Article in LTN

[02.16.2012 | Firm News](#)

E-Commerce Quotes Shaffer on Robocalls and FCC Regulation

[09.21.2011 | Firm News](#)

Andrew Lustigman Authors Article for Mobile Marketer

[09.21.2011 | Firm News](#)

Andrew Lustigman to Present at NAD Annual Conference 2011

[09.20.2011 | Press Release](#)

Olshan Attorneys Recognized

[09.07.2011 | Firm News](#)

Law 360 Reports on Shaffer's Boxing Litigation for Guerrero

[07.19.2011 | Firm News](#)

Ezor Quoted in LA Times

[06.27.2011 | Firm News](#)

Lustigman Promotion Featured in Business Insider

[06.23.2011 | Firm News](#)

Lustigman Named by Chambers USA

[06.16.2011 | Firm News](#)

Ezor Featured in Nortel Patent Article

[06.14.2011 | Press Release](#)

Olshan's Andrew Lustigman Ranked by Chambers in 2011 USA Guide

[06.01.2011 | Press Release](#)

Olshan Announces New Practice Group: Advertising, Marketing & Promotions Department

EVENTS

[09.27.2023 | Event | CLE Webinar](#)

The Nuts and Bolts of Structuring and Promoting a Lawful Sweepstakes

10.29.2023 | Event | Paris, France

International Bar Association 2023 Annual Conference

07.19.2023 | Event | Virtual Conference

Food Marketing, Advertising and Promotion Essentials: Ensuring Claims Compliancy and Meeting Substantiation Standards Relative to Health, Nutrition, Structure and Function

06.26.2023 | Event | Webinar

Stand By Your Word - Global Marketing and Sales Regulation 2023

06.02.2023 | Event | New York, NY

Artificial Intelligence in the Legal Workplace

June 1-3, 2023 | Event | New York, NY

Globalaw 2023 Americas Regional Meeting

04.19.2023 | Event | The Metropolitan Club, Chicago, IL

Evolution of Food Advertising and Marketing: From Print Ads to Social Media to the Metaverse

10.18.2022 | Event | Brooklyn Law School

Advertising Claims and Social Media Law for Start Ups

07.13.2022 | Event | Millennium Knickerbocker Hotel, Chicago, Illinois

2022 ACI Food Law Conference

05.12.2022 | Event | CLE Webinar

Suppressing Negative Reviews Can Lead to Legal Trouble

03.10.2022 | Event | Webinar

Regole Deontologiche Negli USA (Ethical Rules in the United States)

10.27.2021 | Event | LAWorld Virtual Workshop

Advertising, Sweepstakes, Promotions and Competitions Workshop

10.14.2021 | Event | Webinar

The Legal Side of the Digital Marketing World

02.03.2021 | Event

ACI's 4th Annual Legal, Regulatory and Compliance Forum on Advertising Claims Substantiation

01.29.2021 | Event | Webinar

Consumer Protection Update

12.16.2020 | Event

WEBINAR: Marketing in the COVID-19 Era

07.17.2020 | Event | Webinar

Clarifying the Role of Influencers/Virtual Influencers in the Food Industry

01.29.2020 | Event | New York, NY

ACI's 3rd Annual Legal, Regulatory and Compliance Forum on Advertising Claims Substantiation

10.30.2019 | Event | New York

Second Annual Maureen Data Systems (MDS) Cybersecurity Conference

10.22.2019 | Event | New York, NY

Introduction to United States Business Law: From an International Perspective

Olshan Hosts Delegation of the Shenzhen Bar Association

05.16.2019 | Event

Social Media Sweepstakes and Promotions: A Roadmap for Compliance

06.26.2018 | Event

Navigating the Latest Legal Issues Arising From Social Media Marketing

06.07.2018 | Event

ABA Consumer Protection Update

04.06.2018 | Event

4th Annual Entertainment & Sports Law Symposium

Syracuse University College of Law

08.08.2017 | Event

Consumer Protection Monthly Update

American Bar Association Webinar

03.06.2017 | Event | New York City Bar Association

III International Networking Congress for Lawyers

Introduction to United States Business Law: From an International Perspective

02.11.2017 | Event | Orlando, FL

Influencer and Brand Legal Compliance: Striking the Balance Between Innovation and Regulation

IZEAFest 2017

01.2017 | Event | Association of the Bar of the City of New York, Consumer Affairs Committee

Advertising Compliance in the New Digital Age: Influencer and Real Time Advertising Compliance Issues

10.27.2016 | Event | Audio Webinar

Social Media, Native Advertising and Sponsored Content Law

National Business Institute

10.19.2016 | Event | San Francisco, CA

Promotions and Sweepstakes in the Digital Age

Practising Law Institute - Advertising Law Institute 2016

10.17.2016 | Event | New York, NY

Planning and Executing Multi-Platform Social Media Sweepstakes, Contests, and Promotions

American Conference Institute's 5th Annual Summit on Digital Advertising Compliance: Social Media, Sweepstakes & Promotions

09.27.2016 | Event | New York, NY

NAD, NARB & Advertising Self-Regulation: The ABA Report: One Year Later

NAD Annual Conference

09.22.2016 | Event | Chicago, IL

Promotions and Sweepstakes in the Digital Age

Practising Law Institute - Advertising Law Institute 2016

05.10.2016 | Event

May 2016 Consumer Protection Update

American Bar Association Webinar

04.19.2016 | Event | Networking DM Whistler, Canada

Current events and investigations in the US and International Markets

04.07.2016 | Event | Laworld AGM Capetown, South Africa

EU/US Data Protection Safe Harbour – The Snowden Effect and Latest Developments

12.10.2015 | Event | Stafford Publications, Inc.

Drafting Affiliate Marketing Agreements: Ensuring Compliance With Advertising, IP and Internet Marketing Laws

CLE Webinar

10.23.2015 | Event | Walt Disney World® Resort, Orlando

IZEAFest 2015

Ethics, Disclosure and Best Practices

10.21.2015 | Event

WEBINAR: Taking Your Business To The Next Level With Crowdfunding: Navigating The Legal Minefields

09.25.2015 | Event

12th Annual New Deal for Consumer Bankruptcy

03.12.2015 | Event | DMA's 6th Annual Mobile Marketing Day

New Legal Developments in Mobile Marketing, Mobile Apps and Tracking

02.25.2015 | Event | New York, NY

"Fashion Law"

International Intellectual Property Society (IIPS)

01.15.2015 | Event | New York, New York

Mobile FirstLook: Strategy 2015

10.10.2014 | Event

WEBINAR: Digital Social Media Promotions Law Update

06.19.2014 | Event | Legal Affairs Committee, Brand Activation Association

Advertising and Promotional Marketing Update - June 2014

06.12.2014 | Event | American Bar Association, Section of Antitrust Law

Consumer Protection Update June 2014

05.18.2014 | Event | Arise News, "AriseReview," MHZ Network

Arise News: EU's Google Decision and the Right to be Forgotten

Interview Segment

05.16.2014 | Event | City Bar Center for CLE, New York City Bar

Mobile Marketing, Apps & Telemarketing - *Sweepstakes, Promotions & Marketing Laws: Comprehension & Compliance in a Digital/Mobile Environment*

01.29.2014 | Event | Commercial and Federal Litigation Section, NYSBA Annual Meeting

Social Media in Your Practice: The Ethics of Investigation, Marketing and More

01.22.2014 | Event | Touro College Jacob D. Fuchsberg Law Center

Flawed Transparency: Shared Data Collection and Disclosure Challenges for Google Glass and Similar Technologies

12.05.2013 | Event | Virtual LegalTech's Cyber Security Forum

Spy Games: Corporate Espionage and Trade Secret Theft

Webinar Host

11.19.2013 | Event | The Conference Board

Social Media & Recruiting: Legal Considerations & Risks

Webinar Co-Host

November 18-20, 2013 | Event | 35th BAA Annual Marketing Law Conference, Chicago, IL

Advance Consent, Telemarketing & Direct Marketing

10.01.2013 | Event | Advertising Self-Regulatory Council's NAD, CARU, and ERSP Annual Conferences, New York, New York

Legal Ethics and Social Media

September 29 - October 1, 2013 | Event | 2nd Annual HitPath Masters Conference, New Orleans, LA

Latest Legal Issues That Impact the Online Marketing Community

09.17.2013 | Event

OLSHAN WEBINAR: Important Changes To The Telephone Consumer Protection Act (TCPA): What You and Your Client Need To Know

04.2013 | Event | Promotion Marketing Association Legal Affairs Committee

Advertising and Promotional Marketing Update - April 2013

03.27.2013 | Event

OLSHAN WEBINAR: Competitor Advertising Challenges: Lanham Act vs. NAD

12.05.2012 | Event

Cloud Computing: Keeping Employee, Customer, and Confidential Information Safe

11.2012 | Event | 34th Annual PMA Marketing Law Conference, Chicago, IL

Risks and Opportunities in Advance Consent, Negative Option and Affiliate Marketing

10.2012 | Event | HitPath Masters Conference 2012, New Orleans, LA

Affiliate Marketing Law

2012 | Event | Expert Forum on Litigating & Resolving Advertising Disputes, American Conference Institute, New York, New York

Most Important Advertising Cases of the Year

Event

Co-Host, Law School Tech Talk Webcast

03.2012 | Event | ABA Committee on Consumer Protection

March 2012 Consumer Protection Update

2012 | Event | Networking DM, Whistler, British Columbia

Regulatory Update: North America and Beyond

2012 | Event | The Association of the Bar of the City of New York; New York, NY

Current Developments in Intellectual Property Issues: Understanding & Complying with Sweepstakes, Promotions & Marketing Laws

12.07.2011 | Event

OLSHAN WEBINAR: Legal Issues Involving Social Media

2011 | Event | National Advertising Division Annual Conference, New York, New York

Hot Topics In Advertising Law: Supreme Court Update

2011 | Event | NetworkDM 2011, Whistler, British Columbia, Canada

Regulatory Compliance Panel

2011 | Event | ABA 26th Annual Intellectual Property Law Conference, Arlington, VA

Mobile Marketing Law Update

2011 | Event | ABA Committee on Consumer Protection

February 2011 Consumer Protection Update

2010 | Event | Promotion Marketing Association 32nd Annual Law Conference, Chicago, IL

How Far Can You go With Your Promotion?

2010 | Event | Global Business & Legal Seminars

Sweepstakes and Contests: All You Need To Know for Legal Compliance

06.30.2010 | Event | New York, New York

Mobile Media and the Law: Legal Do's and Don'ts
Mobile Marketing and Media 2010

2010 | Event | International Intellectual Property Society, New York, New York

Sweepstakes and Contest Promotions on the Domestic and International Scale

2010 | Event | Co-Presenter @ American Bar Association 25th Annual Intellectual Property Law Conference, Arlington, VA

Texting, Toggling, Tagging, Tweeting: Copyright, Trademark and Advertising in New Media

02.10.2010 | Event | DMA Mobile Marketing Day 2010, New York, New York

Legal Do's and Don'ts of Mobile Marketing
DMA Mobile Marketing Day 2010

01.2010 | Event | ABA Committee on Consumer Protection

January 2010 Consumer Protection Update

12.09.2009 | Event | The Lustigman Firm Webinar

WEBINAR: Blogging, Tweeting, Endorsing, and Disclosing: The New FTC Guides

11.20.2009 | Event | The Lustigman Firm Webinar

WEBINAR: Understanding the New FTC Endorsement and Testimonial Guides

2009 | Event | Promotion Marketing Association, Chicago, IL

Direct Marketing: The Rise of Restrictions

2009 | Event | Mobile Marketer Webinar

How The FCC Inquiry Will Affect Mobile Marketing

2009 | Event | HBA Global Expo, New York, NY

Complying With the New Regulatory Order: Changes in the Endorsement Testimonial Guides and Green Guides

2009 | Event | Insight's 6th Annual Cosmeceuticals Conference, New York, New York

Recent Developments in Advertising and Claim Substantiation
Insight's 6th Annual Cosmeceuticals Conference

2009 | Event | ACI's 3rd Annual Advertisers' and Marketers' Regulatory Summit, Washington, D.C.

Direct Marketing Enforcement - Emails, Mailings, and Telemarketing

2009 | Event | LISTnet Business Technology Law SIG, New York, New York

Affiliate Programs: Management, Fraud and Amazon Tax

2009 | Event | International Intellectual Property Society, New York, New York

Avoiding GREENWASHING Accusations, Environmental Marketing Law Update

2009 | Event | DMA's Mobile Marketer For Agencies and Media Buyers Day, New York, New York

Legal Do's and Don'ts in Mobile Marketing Campaigns

03.01.2009 | Event | American Bar Association Section of Antitrust Law Consumer Protection Committee
Consumer Protection Law March 2009 Update

2009 | Event | The Lustigman Firm Webinar
WEBINAR: The NY Amazon Tax: Collection on NY Affiliate-Driven Sales

2009 | Event | Direct Marketing Association Mobile Marketing Day, New York, NY
Mobile Marketing and the Law

2009 | Event | Co-Chair, ACI's 22nd Annual National Advanced Forum on Advertising Law, New York, NY
Advanced Claim Substantiation Workshop

2009 | Event | 22nd Annual National Advanced Forum on Advertising Law, New York, NY
Engaging in Green Marketing Without Running Afoul of Federal and State Guidelines

2008 | Event | The Association of the Bar of the City of New York, New York, NY
Hot Topics in Advertising Law: Direct Marketing

2008 | Event | Law Seminars International's 17th Annual Conference on New Developments in Technology Law, Seattle, WA
New Trends in Sweepstakes and Promotion Law

2008 | Event | Promotion Marketing Association 30th Annual Promotion Marketing Law Conference, Chicago, IL
Affiliate & Direct Marketing: Legal Issues Involved When Using Third Parties and Affiliates or Direct Marketing with Your Products or Services

2008 | Event | The Association of the Bar of the City of New York, New York, NY
Hot Topics in Advertising Law: Direct Marketing

2008 | Event | Avrirk Direct DM Days Breakfast, New York, NY
Direct Marketing Law Update

2008 | Event | American Lawyer Media's 5th Annual Cosmeceuticals Conference, New York, NY
Cosmetic Marketing Law Developments

2008 | Event | eHavorial, Peer-to-Peer and New Media Marketing Conference Law Seminars International, Seattle, Washington
New York State Regulatory Developments

04.2008 | Event | American Bar Association Section of Antitrust Law Consumer Protection Committee
Consumer Protection Law April 2008 Update

2008 | Event | Co-Organizer, American Bar Association Section of Intellectual Property Law, New York, NY
Behavioral Advertising Roundtable

2008 | Event | The 23rd Annual Intellectual Property Law Conference, Arlington, Virginia
Landmines, Hot Topics and Red Flags in Promotions Law

2007 | Event | Promotion Marketing Association, Chicago, IL
Current Issues In Direct Marketing

2007 | Event | American Conference Institute, New York, NY
Working With Experts on Claim Substantiation

2007 | Event | Electronic Retailing Association, East Coast Legal Series, New York, NY
Dietary Supplement Claim Substantiation

2007 | Event | American Bar Association Section of Antitrust Law Consumer Protection Committee
Consumer Protection Law Update

2006 | Event | Promotion Marketing Association, Chicago, IL
Current Issues In Direct Marketing

2006 | Event | Workshop Chair, ACI National Advanced Corporate Counsel Forum on Advertising Law, New York, NY
Using Consumer Surveys and Clinical Studies for Substantiation Purposes

2006 | Event | Avrick Direct - Direct Marketing Association, San Francisco, CA
Legal Liabilities of List Owners, List Brokers and List Managers

2006 | Event | Philadelphia Direct Marketing Association, Philadelphia, PA
Risk Management for Direct Marketers - Avoiding Legal Traps

2006 | Event | Avrick Direct - Direct Marketing Association, New York, NY
Legal Liabilities of List Owners, List Brokers and List Managers

2006 | Event | Co-Chair, Law Seminars International, New York, NY
New Technologies and New Media in Advertising Law

2006 | Event | Law Seminars International, New York, NY
New Developments in Telemarketing in a Changing Marketplace

2004 | Event | The Association of the Bar of the City of New York; New York, NY
Understanding and Complying With Sweepstakes and Promotions Law: Regulatory and Enforcement Issues

2004 | Event | Promotion Marketing Association, Chicago, IL
Current Issues In Direct Marketing

2004 | Event | The Association of the Bar of the City of New York; New York, NY
Hot Topics In Advertising Law: Direct Marketing

2004 | Event | DMA 87th Annual Conference & Exhibition, New Orleans, LA
Privacy Update: Making Sense of Opt-In/Opt-Out Requirements

2003 | Event | Promotion Marketing Association, Chicago, IL
Current Issues In Direct Marketing

2003 | Event | DMA 86th Annual Conference & Exhibition, Orlando, FL
Privacy Update

2003 | Event | The Association of the Bar of the City of New York; New York, NY

Hot Topics In Advertising Law: Direct Mail

2003 | Event | DM DAYS, New York, NY

New Developments In Direct Marketing Law

2002 | Event | Promotion Marketing Association, Chicago, IL

Current Issues In Direct Marketing

2002 | Event | The Association of the Bar of the City of New York; New York, NY

Hot Topics In Advertising Law: Internet Advertising

2002 | Event | DM DAYS, York, NY

DMers Beware: The Top 10 Things Direct Marketers Need To Know About The Laws Governing Direct Marketing

2001 | Event | Promotion Marketing Association, Washington, D.C.

Current Issues In Direct Marketing

PUBLICATIONS

08.03.2023 | Article | *Bloomberg Law*

Social Media Influencers Must Weigh Liability Insurance Options

07.13.2023 | Article | *Bloomberg Law*

Threads Poses Legal Challenges for Brands and Corporate Counsel

04.24.2023 | Article | *Sports Litigation Alert*

MLB's Apple TV+ Arrangement Highlights Subscription Legal Compliance Obligations

04.13.2023 | Article | *New York Law Journal*

FTC's Proposed New Rules for Businesses Selling Subscriptions Heighten Compliance Obligations

08.31.2021 | Article | *New York Law Journal*

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