

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

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Olshan's Advertising, Marketing & Promotions Practice Group chair Andrew Lustigman spoke at a virtual event held on July 17 for American Conference Institute's (ACI) Food Advertising & Marketing Law Master Symposium. Entitled "Clarifying the Role of Influencers/Virtual Influencers in the Food Industry," Mr. Lustigman's session explored implementing practical best practices for engaging with influencers and how to effectively audit what they say, contracting with influencers (and knowing when a contract is not enough), the legal challenges the food industry faces when working with virtual influencers, and understanding why what an influencer says is not considered a testimonial.

## PROFESSIONALS

Andrew B. Lustigman

## PRACTICE AREAS

Advertising, Marketing & Promotions

Internet & Digital Marketing Law