

675 Attendees From Around the World Contribute to "Most Successful" Conference in 35-Year History

CHICAGO, Nov. 22, 2013 /PRNewswire-USNewswire/ -- The 35th Annual Brand Activation Association Marketing Law Conference concluded in Chicago

with nearly 50 experts presenting to an assemblage of leading lawyers, corporate marketers and regulators. The busy agenda was brought to a close after three days in which the largest group in the event's history came here to discuss all facets of brand activation, especially the legal and ethical issues created from marketers' increased reliance on social media, privacy, BIG DATA, and every aspect of marketing and advertising law and its related intellectual property disciplines.

"Once again, this conference delivered on its promise to our attendees," said Ed Kabak, Chief Legal Officer of the BAA. "It's increasingly difficult for lawmakers to keep pace with technology, so self regulation falls to our industry. There are very few conferences anywhere that will have a greater impact on the lives of consumers or is as broad and deep as this one."

Despite the serious nature of the conference, the final day kicked off with a touch of light philosophical humor as Mr. Kabak opened the proceedings by reciting a six-minute poem recounting the industry's highlights over the past year. He was followed to the stage by Ron Urbach

partner at Davis & Gilbert LLP, for a multimedia presentation entitled Journey to the Center of Advertising Law: Insight & Practical Tips on the Most Important 2013 Advertising Developments. Mr. Urbach used a Hollywood-style production to deliver his message which stressed advertisers' need to employ the concepts of "the reasonableness standard" and a "reasonable person" when evaluating what might be a deceptive or unfair practice.

The rest of the day's activity included:

- A panel of expert lawyers from seven countries on four continents moderated by Brinsley Dresden of Lewis Silkin LLP in the UK delving into the complexities of brand activation in a global marketplace.

BAA Marketing Law Conference Concludes

Written by Australian Business

- A "Regulatory Round-Up" in which a panel of lawyers and legislators moderated by Nancy Felsten a partner at Davis Wright Tremaine LLP examined the latest enforcement priorities from government bodies including practical answers on how to implement the amendments to California's

Online Privacy Act.

- The luncheon keynote session in which FTC Commissioner Julie Brill joined Mr. Urbach, Linda Goldstein

of Manatt, Phelps & Phillips LLP, and

Amy Mudge

from Venable LLP in a "Fireside Chat" forum. The lively and wide-ranging session included discussion of the problems raised by data brokers and the FTC's "Reclaim Your Name" initiative which seeks to give consumers access to exactly what kinds of personal data have been collected, the unfairness test and standards for substantiation of ad claims.

"After two days of more traditional presentations, it's important to inject some levity in to our proceedings with things like poems, action-films and quiz shows," said Mr. Urbach, Davis & Gilbert's Chairman, and Co-Chair Advertising, Marketing & Promotions. "But as I look back on the serious issues we covered for our largest and most global audience ever, I'd have to call this the most successful BAA conference I've attended."

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