

Green Lights & Red Flags

FTC of the Road for Business

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

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 a Conversation with FTC Commissioner Chopra

Commissioner Rohit Chopra, FTC

Mark E. Budnitz, Professor Emeritus, Georgia State College of Law

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