



October 1, 2001

“Advertising is now so near perfection that it is not easy to propose any improvement.”

A lot has happened since Samuel Johnson said that in 1759. Federal and state truth-in-advertising laws. Multimillion dollar global roll-outs. The e-commerce explosion. If you're an in-house counsel, law firm generalist, or marketing executive, even the most promising product launch can fizzle if you aren't up to speed on the latest developments in advertising law.

On Friday, November 2nd, the Federal Trade Commission and Bay Area legal experts will gather at Santa Clara University for ***Green Lights & Red Flags: FTC Rules of the Road for Advertisers***, a one-day “back to basics” workshop about complying with truth-in-advertising laws. Sponsored by the FTC, the San Francisco Bay Area Chapter of the American Corporate Counsel Association, and the High Tech Law Institute of Santa Clara University School of Law, ***Green Lights & Red Flags*** will feature an impressive roster of experts discussing:

- Ad Substantiation: The Ins and Outs For In-House Counsel
- The Bottom Line on Fine Print: Effective Disclosures in Advertising
- Rebates, “Free” Offers, and Other Product Promotions
- DOT.COMpliance: Special Considerations for E-tailers
- Common Advertising Mistakes — and How Experienced Practitioners Prevent Them
- The National Advertising Division of the Better Business Bureau: Resolving Disputes Without Litigation

Special guest speaker will be FTC Commissioner Sheila F. Anthony.

The \$50 admission fee includes continental breakfast, lunch, and a CD-ROM of all course materials. Seating is limited, so visit www.ftc.gov/sfadseminar for registration information. We look forward to seeing you at Santa Clara University on November 2nd.

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