

CONTINUING LEGAL EDUCATION

THE BAR ASSOCIATION OF SAN FRANCISCO



The Barristers Club Solo & Small Firm Practice Section and Intellectual Property and Internet Law Section present

To #AD or Not To #AD

FTC Guidelines and Social Media Influencers

**Wednesday
October 26, 2021**

Program: 9:30 - 10:45 a.m.

Speakers

Irina Lyapis

Winston & Strawn

Nikita Patel

General Counsel, Fashionphile

Jenny Wu

Fashion Lawyer and Social Media Influencer

Moderator

Nicole Daryanani

Chan Punzalan

In today's age, social media platforms like TikTok and Instagram have changed advertising as we know it. But with this shift comes strict guidelines that are often not followed. In this seminar, our diverse group of panelists will discuss FTC advertising guidelines specifically regarding social media influencing, as well as what brands can do to protect themselves from liability if these guidelines are not followed by their influencers.

Topics

- An overview of FTC advertising guidelines, specifically relating to social media influencers
- How brands can comply with advertising laws when working with social media influencers
- Important considerations that brands and influencers should consider when entering into influencer agreements
- Tips and tricks for attorneys on how to work within the FTC guidelines to build your online brand

Section Chair: Emily McGrath, Lawless, Lawless & McGrath

Event Code: B211474 Register online: www.sfbar.org/calendar

MCLE: 1 Hour

To receive MCLE credit, you must sign in during the designated MCLE registration period. This activity is approved for Minimum Continuing Legal Education credit by the State Bar of California. BASF is a certified provider.

Provider #103

In-Person Location (Due to the social distancing rules currently in place, this event is currently planned as an online-only presentation. Please check the CLE calendar for any changes.)

Cost

\$35 Barristers IP/Solo Section Members

\$50 BASF Members, Government &

Nonprofit Attorneys

\$65 Others

Free for BASF Student Members

All prices increase \$10 on the day of the program.

Event Code: B211474

BASF Members:

Be sure to log in to get your discounts!

Refunds will be given up to 48 hours in advance, less a \$10 handling fee.

Special Requests:

People with disabilities should contact BASF regarding reasonable accommodations.

CLE Webcast: www.sfbar.org/calendar



Live



Recorded
Available Nov 6