

Seminar «Significant legal issues of advertising: international perspective»

September 16, 2019

Seminar program:

14.00 – 14.30 Registration and welcome coffee

14.30 – 14.40 *Irina Anyukhina, ALRUD***Welcome speech**

14.40 – 15.00 *Irina Vasilenkova, Federal Antimonopoly Service of the Russian Federation***Advertising as a tool for unfair competition and the main challenges in cases on violation of advertising law**

- Sources and burden of evidence in advertising disputes
- Investigations, experts' opinions and consumer surveys as evidences in advertising disputes

15.00 – 15.10 *Elena Reshetova, Association of Communication Agencies of Russia***The 45th The International Advertising Association World Congress in Saint Petersburg, 2020**

15.10 – 16.20 **Unfair competition in marketing campaigns**

- Analysis of legal risks on marketing communications: what shall be taken into account before launching a campaign?
- Correlation of scope of unfair competition and unfair advertising
- Forms of unfair competition and unfair advertising
- Liability for unfair competition. How to prove damages from an offender's actions?

Co-moderators: Irina Anyukhina, ALRUD, Partner, Russia

Maria Ostashenko, ALRUD, Partner, Russia

Speakers:

1. Anikó KELLER, Szecskay Attorneys at Law, Partner, Hungary

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2. Ewa Skrzydło-Tefelska, Sołtysiński Kawecki & Szlęzak, Partner, Poland
 3. Melissa L. Steinman, Venable LLP, Partner, Washington DC
 4. Jenny Pienaar, Adams & Adams, Partner, South Africa

16.20 – 16.50 **Coffee break**

16.50 – 17.50 **Promoting goods online**

- How digitalization and technologies influence dissemination channels and content? What risks shall be taken into account for each channel?
- What kind of information shall be posted on a website and contained in marketing materials?
- The role of social media and bloggers (influencers) in promoting of goods, ethical aspects of such a promotion of goods (advertising)

Moderator: Daria Blagoveschenskaya, Hasbro Russia, Legal Director for Central and Eastern Europe, Russia, CIS

Speakers:

1. Caroline Bouvier, Bernard-Hertz-Béjot, Partner, France
2. Jeffrey A. Greenbaum, Frankfurt Kurnit Klein & Selz PC, USA
3. Brinsley Dresden, Lewis Silkin, United Kingdom
4. Dr. Søren Pietzcker, LL.M., Heuking Kühn Lüer Wojtek, Germany

17.50 -18.00 **Closing remarks**

Q&A
