

## #OnlineMarketing: Legal Compliance in a Viral World

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### Program Materials

1. PowerPoint Presentation

### Reference Materials from *The TMCA.com* blog

1. Quirky Questions: Using the Registration symbol (®), the Trademark symbol (™) or Neither? (May 4, 2018)  
<https://thetmca.com/quirky-questions-using-the-registration-symbol-the-trademark-symbol-or-neither/>
2. Copyright Fair Use in the Land of Famous Potatoes (November 3, 2017)  
<https://thetmca.com/copyright-fair-use-in-the-land-of-famous-potatoes/>

3. “Fastest Growing Brand” – Don’t Mix and Match Ad Claim and Substantiation (April 25, 2018)  
<https://thetmca.com/fastest-growing-brand-dont-mix-and-match-ad-claim-and-substantiation/>
4. Healthy Holidays From the FTC: Reminders from the FTC to Keep Health Advertising Claims Healthy (December 8, 2015)  
<https://thetmca.com/healthy-holidays-from-the-ftc-reminders-from-the-ftc-to-keep-health-advertising-claims-healthy/>
5. #HonestAds: A Wrap Up from the 2018 NAD Conference (September 26, 2018)  
<https://thetmca.com/honestads-a-wrap-up-from-the-2018-nad-conference/>
6. “No beer flow” – NHL sues seller of Stanley Cup-themed beer cups for trademark infringement (August 7, 2018)  
<https://thetmca.com/no-beer-flow-nhl-sues-seller-of-stanley-cup-themed-beer-cups-for-trademark-infringement/>
7. The Latest Influencer Advertising Tips from the FTC – When, How & Where to Make Effective Disclosures (September 18, 2017)  
<https://thetmca.com/the-latest-influencer-advertising-tips-from-the-ftc-when-how-where-to-make-effective-disclosures/>
8. Dear Influencers: It’s the FTC, Again – FTC Issues 21 Follow-up Warning Letters (September 8, 2017)  
<https://thetmca.com/dear-influencers-its-the-ftc-again-ftc-issues-21-follow-up-warning-letters/>
9. Ambush Marketing – World Cup 2018, 2019 and Beyond (June 15, 2018)  
<https://thetmca.com/ambush-marketing-world-cup-2019-and-beyond/>
10. Sued for Retweeting – Yes, That Just Happened (September 27, 2017)  
<https://thetmca.com/sued-for-retweeting-yes-that-just-happened/>
11. P. Diddy on Instagram – No Free Pass on Copyright Law (June 7, 2017)  
<https://thetmca.com/p-diddy-on-instagram-no-free-pass-on-copyright-law/>
12. Trick or Tweet? Team Trump Gets Sued Over Skittles Twitter Pic (October 20, 2016)  
<https://thetmca.com/trick-or-tweet-team-trump-gets-sued-over-skittles-twitter-pic/>
13. Don’t Let Your Super Bowl Promotion Get Sidelined (February 1, 2016)  
<https://thetmca.com/dont-let-your-super-bowl-promotion-get-sidelined/>

For more information on Trademarks, Copyrights, and Advertising matters, see **Dorsey’s TMCA blog** at <https://thetmca.com/>.

**Materials are Available on [www.dorsey.com](http://www.dorsey.com) at <https://www.dorsey.com/newsresources/events/event/2018/10/corporate-counsel-symposium-2018-materials>**