

The Best Presentation in The World: The Law of False Advertising

March 7, 2024

9:10 - 10:10 AM

Kellogg Hotel & Conference Center, East Lansing MI

Event Sponsor: Intellectual Property Law Section of the State Bar of Michigan in Cooperation with the Institute of Continuing Legal Education

Miller Canfield attorney **Mike Palizzi** will be a speaker at the Intellectual Property Law Spring Seminar 2024 discussing the law of false advertising under the Lanham Act, consumer protection laws, and FTC regulations. What is actionable and what is not? Get the elements, defenses, and strategies for evaluating and litigating civil false advertising claims and defending FTC enforcement actions. Take away practical advice and best practices and review recent trends, including the rise in consumer class action in false advertising cases.

[Click here for conference details.](#)