

AGENDA (1.25.07)

**ABA SECTION OF ANTITRUST LAW
CONSUMER PROTECTION CONFERENCE**

Georgetown University Law Center, Washington, DC

Monday, January 29, 2007

1:00 p.m. - 1:15 p.m.---Opening Remarks

Hon. J. Thomas Rosch, Commissioner, Federal Trade Commission, Washington, DC

1:15 p.m. - 3:00 p.m.----Privacy and Information Security -- Enforcement Trends and Best Practices

Moderator: Thomas F. Zych, Thompson Hine LLP, Cleveland, OH

Speakers:

- Reed Freeman, Kelley Drye Collier Shannon, Washington, DC
- Hon. Pamela Jones Harbour, Commissioner, Federal Trade Commission, Washington, DC
- Trevor Hughes, Director, International Association of Privacy Professionals, York, ME
- Fran Maier, Executive Director, TRUSTe. San Francisco, CA

3:00 p.m. - 3:15 p.m. Afternoon Break

3:15 p.m. - 5:15 p.m. ---Federal Trade Commission Consumer Protection Practice – Inside and Out – The Bureau Directors’ Perspective

Moderator: William C. MacLeod, Kelley Drye Collier Shannon, Washington, DC

Speakers:

- J. Howard Beales III, George Washington University, Washington, DC
- Jodie Bernstein, Bryan Cave LLP, Washington, DC
- Barry Cutler, Baker Hostetler LLP, Washington, DC
- Lydia B. Parnes, Director, Bureau of Consumer Protection, Federal Trade Commission, Washington, DC

Tuesday, January 30, 2007

8:15-8:30 – Section Chair’s Opening Remarks

Joseph Angland, Heller Ehrman LLP, New York, NY

8:30-9:15 – Consumer Protection -- Today and Tomorrow

Introduction: John E. Villafranco, Kelley Drye Collier Shannon, Washington, DC

Speaker: Hon. Deborah Platt Majoras, Chairman, Federal Trade Commission, Washington, DC

9:15-10:30 -- The Online Frontier: Compliance, Challenges, and Concerns with New Technologies

Moderator: Elaine D. Kolish, Sonnenschein Nath & Rosenthal, Washington, DC

Speakers:

- Hon. Jon Leibowitz, Commissioner, Federal Trade Commission, Washington, DC
- Catherine A. Miller, VP & Assistant General Counsel, Sprint Nextel Communications, Reston, VA
- Paul Singer, Assistant Attorney General, State of Texas, Austin, TX

10:30-10:45 – Morning Break

10:45-11:45 -- Fraud, Deception, & Unfairness: The Enforcers' Theories of Liability

Moderator: Robert M. Langer, Wiggin and Dana LLP, Hartford, CT

Speakers:

- Jean Braucher, University of Arizona College of Law, Tucson, AZ
- Julie S. Brill, Assistant Attorney General, State of Vermont, Montpelier, VT
- C. Lee Peeler, President, National Advertising Review Council, New York, NY

11:45-12:45-- Adversarial Proceedings: Litigation and Industry Self-Regulation

Moderator: Bruce A. Colbath, Weil, Gotshal & Manges LLP, New York, NY

Speakers:

- Hon. Thomas Selby Ellis, III, U.S. District Court Judge, Eastern District of Virginia, Alexandria, VA
- Andrea C. Levine, Director, National Advertising Division, New York, NY
- Michael Mazis, American University, Washington, DC

12:45-2:00 – Luncheon Address: Four Decades of the Federal Trade Commission

Introduction by David H. Evans, Arent Fox Kitner Plotkin & Kahn PLLC, Washington, DC

Speakers:

- Timothy J. Muris, O'Melveny & Myers LLP, Washington, DC
- Robert Pitofsky, Georgetown University, Washington, DC

2:15-3:15 -- Auditing and Updating your Regulatory Compliance Program: Best Practices for Corporate Counsel

Moderator: August T. Horvath, Heller Ehrman LLP, New York, NY

Speakers:

- Marlene Gordon, Burger King Corporation, Miami, FL
- Jeannine Lane, Honeywell ACS, Syosset, NY
- Jill Samuels, America Online, Inc., Dulles, VA

3:15-4:15 -- Making the Right Choices in High Profile Industries (Children's Advertising, Obesity, Dietary Supplements, Direct Response, etc.)

Moderator: Edward F. Glynn, Venable LLP, Washington, DC

Speakers:

- Dennis P. Cuevas, Consumer Protection Counsel, National Association of Attorneys General, Washington, DC
- Lesley Fair, Senior Attorney, Advertising Practices, Federal Trade Commission, Washington, DC
- Elizabeth Lascoutx, Children's Advertising Review Unit, New York, NY

4:15 -4:30 – Afternoon Break

4:30-5:30 -- Promotional Tie-Ins, Brand Integration, and Sponsorship: Key Considerations

Moderator: John Feldman, Reed Smith, Washington, DC

Speakers:

- W. David Hubbard, Advertising & Marketing Counsel, Verizon, Arlington, VA
- Sevina Pegue, Legal Director Noble Communications, Inc., San Diego, CA
- Albert Sheldon, Chief, Consumer Protection Division, Office of the California Attorney General, San Diego, CA

5:30 -- Cocktail Reception sponsored by the ABA Section of Antitrust Law Committees on Consumer Protection and Privacy & Information Security

**The Dubliner Restaurant
4 F Street NW
Washington, DC 20001
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