**AGENDA | CONSUMER PROTECTION CONFERENCE**

**GEORGIA AQUARIUM | FEBRUARY 2, 2017**

*Draft as of 1.30.17*

**WEDNESDAY, FEBRUARY 1, 2017**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>6:30 – 9:00 PM</td>
<td><strong>REGISTRATION</strong></td>
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<td>6:30-9:00 PM</td>
<td><strong>WELCOME RECEPTION AT WORLD OF COCA-COLA</strong></td>
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<td>The kick-off reception will be a great opportunity to mingle and network with fellow conference attendees. The evening will begin with a presentation on the history of advertising in the century of Coca-Cola from guest speaker, Ted Ryan, Heritage Director, The Coca-Cola Company. There will be live music, and appetizers and drinks will be served.</td>
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**THURSDAY, FEBRUARY 2, 2017**

<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>7:30 AM – 5:00 PM</td>
<td><strong>REGISTRATION</strong></td>
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<tr>
<td>8:00 – 8:15 AM</td>
<td><strong>WELCOME REMARKS</strong></td>
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<tr>
<td></td>
<td>Anita BANICEVIC, Davies Ward Phillips &amp; Vineberg, Toronto</td>
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<td>Christopher A. COLE, Crowell &amp; Moring LLP, Washington, DC</td>
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<td>Patricia A. CONNERS, Chief Deputy, Office of the Florida Attorney General, Tallahassee, FL</td>
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<td>William C. MACLEOD, Kelley Drye &amp; Warren LLP, Washington, DC</td>
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<td>8:15 – 9:00 AM</td>
<td><strong>INTRODUCTORY KEYNOTE</strong></td>
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<td>The Honorable Maureen K. OHLHAUSEN, Acting Chairman, Federal Trade Commission, Washington DC</td>
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<td>8:15 – 9:00 AM</td>
<td><strong>CONSUMER PROTECTION AND ENFORCEMENT IN TOMORROW’S MARKETPLACE</strong></td>
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<td>While innovation and globalization in marketing and advertising continues to unfold at a rapid pace, what are the key consumer protection enforcement issues and priorities? At this roundtable, you’ll have the opportunity to hear directly from representatives of the Federal Trade Commission, Canada Competition Bureau and the Nebraska Attorneys General office about their enforcement agenda, trends and what issues to be on the lookout for now and in the months to come. What do recent enforcement decisions and/or guidelines mean for businesses?</td>
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<td>Moderator:</td>
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<td>Kevin J. O’CONNOR, Godfrey &amp; Kahn SC, Madison, WI</td>
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<td>Speakers:</td>
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<td>Matthew BOSWELL, Senior Deputy Commissioner, Cartels and Deceptive Marketing Practices Branch, Competition Bureau Canada, Gatineau</td>
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<td>John D. GRAUBERT, Covington &amp; Burling LLP, Washington, DC</td>
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<td>The Honorable Maureen K. OHLHAUSEN, Acting Chairman, Federal Trade Commission, Washington DC</td>
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<td>Abigail STEMPSON, Chief, Consumer Protection Division, Office of the Nebraska Attorney General, Lincoln, NE</td>
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9:00 – 10:00 AM CORPORATE COUNSELOR ROUNDTABLE: MANAGING COMPLIANCE AND RISKS
This roundtable of corporate counsels will discuss how they manage and assess business risk created by consumer protection laws and litigation. In an increasingly international and constantly changing regulatory environment, how do companies stay on top of their compliance obligations? How do they balance risk with achieving business imperatives? In this interactive discussion, corporate counsel will share their views directly with enforcement officials in attendance, who may be asked to respond!

Moderator: Paula C. MARTUCCI, Associate General Counsel, Litigation Division, Walmart Stores Inc, Fayetteville, AR
Speakers: Stephanie B. DRIGGERS, Attorney, UPS, Atlanta GA  
Evan W. GLOVER, Senior Counsel, GE Transportation, Atlanta, GA  
Troy SAURO, Senior Privacy Counsel, Google, Mountain View, CA

10:00 – 10:15 AM BREAK

10:15– 11:00 AM DEALING WITH MULTIPLE ENFORCEMENT AND INVESTIGATIVE TECHNIQUES
Agencies have a wide range of means at their disposal: from press releases and warning letters to searches, from informal guidance to published rules, from administrative litigation to federal court. When are these tools best used and to what end? What can and should subjects of agency scrutiny do to respond? What do you do when different agencies are pursuing the same conduct and seeking different remedies?

Moderator: Patricia A. CONNERS, Chief Deputy, Office of the Florida Attorney General, Tallahassee, FL
Speakers: Kimberly KIEFER PERETTI, Alston & Bird LLP, Washington, DC  
Milton A. MARQUIS, Cozen O'Connor, Washington, DC  
Robin L. MOORE, Chief, Criminal Liaison Unit, Bureau of Consumer Protection, Federal Trade Commission, Washington, DC  
M. Howard MORSE, Cooley LLP, Washington, DC

11:00 AM–12:00 PM INNOVATION MEETS REGULATION: IMPLICATIONS OF DISRUPTIVE TECHNOLOGIES
The introduction of innovative services such as Uber and Airbnb into what typically have been heavily regulated industries has stirred up a debate as to how best to encourage innovation while still protecting consumers and ensuring fairness in a sharing economy. What are the key consumer protection issues that need to be considered? What can and should agencies do in response? Is more or less regulation the answer? How do we ensure fairness in the marketplace while maintaining competitiveness?

Moderator: Svetlana S. GANS, Chief of Staff to Acting Chairman Maureen K. Ohlhausen, Federal Trade Commission, Washington, DC
Speakers: Sarah O. ALLEN, Senior Assistant Attorney General and Antitrust Unit Manager, Office of the Virginia Attorney General, Richmond, VA  
Daniel W. GORDON, Head of Trust and Safety, GoFundMe, San Francisco, CA  
Cynthia J. WILLIAMS, General Counsel, 1-800-Contacts, Draper, UT

12:00 PM – 1:15 PM LUNCH  
Speaker: Lorrie F. CRANOR, Carnegie Mellon University, Pittsburgh, PA
THURSDAY, FEBRUARY 2, 2017

1:30 – 2:15 PM  CLAIMS SUBSTANTIATION IN NOVEL AND EVOLVING TECHNOLOGIES

As new technologies come into the marketplace, how does one substantiate product claims where you have a novel product and novel testing? What about in an area where the standards are evolving? Is it sufficient to test to current standards? When and how often do you have to update your testing? What are the enforcer’s perspectives on these issues?

Moderator:
Christopher A. COLE, Crowell & Moring LLP, Washington, DC

Speakers:
Daniel M. ENNIS, Institute for Perception, Richmond, VA
Annie M. UGURLAYAN, Senior Staff Attorney, National Advertising Division, New York, NY

2:15 – 3:00 PM  EVOLVING CONSUMER PROTECTION ISSUES IN FINTECH

The dramatic growth in the availability of Fintech alternatives is changing the way financial products and services are offered and delivered to consumers. What are the key consumer protection issues that companies in this area and their partners need to be on the lookout for? What third-party liability issues could arise? And which enforcement agencies are involved? Are there too many “cooks in the kitchen” and what are the appropriate limits?

Moderator:
Anita BANICEVIC, Davies Ward Phillips & Vineberg LLP, Toronto

Speakers:
Azba A. HABIB, Assistant General Counsel, Kabbage, Atlanta, GA
Malini MITHAL, Acting Associate Director, Division of Financial Practices, Federal Trade Commission, Washington, D.C.
C. Hunter WIGGINS, Jones Day, Chicago, IL

3:00 – 3:15 PM  BREAK

3:15 – 4:00 PM  PRIVACY AND DATA PROTECTION IN A DIGITAL WORLD

As advertisers continue to seek new ways to engage consumers with a variety of wearable devices and virtual reality, what are the privacy risks for consumers? What steps do companies need to take to ensure adequate disclosure and data protection? We’ll discuss the latest learning from recent enforcement actions and hear from enforcers and companies what their key enforcement and compliance concerns are. We will also discuss whether it is desirable to seek international “convergence” on privacy and data security standards. Would convergence in this area enhance consumer welfare or does it matter? Is there a place for “privacy by design”?

Moderator:
Julie S. BRILL, Hogan and Lovells U.S. LLP, Washington, DC

Speakers:
Carly L. HUTH, Worldwide Global Privacy and Data Protection Counsel, The Coca-Cola Company, Atlanta, GA
Cindy A. LIEBES, Southeast Regional Director, Federal Trade Commission, Atlanta, GA
Korin A. NEFF, Senior Vice President and Corporate Compliance Officer, Wyndham Worldwide, New York, NY
Peter A. WINN, Director, Office of Privacy and Civil Liberties, United States Department of Justice, Washington, DC
THURSDAY, FEBRUARY 2, 2017

4:00-5:00 PM  INTERNATIONAL ROUNDTABLE: CONSUMER PROTECTION ACROSS BORDERS

Hear Bill MacLeod interview top officials and agency heads regarding domestic and international enforcement priorities as well as practical recommendations for companies that operate in multiple jurisdictions. When do enforcers co-operate, agree to disagree and where do we see the potential for further co-operation and/or collaboration? How can we achieve better transparency, uniformity and predictability regarding advertising-related consumer protection issues in a global economy? What's the international perspective on privacy and data security?

Moderator:
William C. MACLEOD, Kelley Drye & Warren, LLP, Washington, DC

Speakers:
Bernardo ALTAMIRANO-RODRIGUEZ, Director General, Better Business Bureau, (Former Federal Attorney for Consumer Protection, Office of the Federal Prosecutor for the Consumer), Mexico City
Jessica RICH, Director, Consumer Protection Bureau, Federal Trade Commission, Washington, DC
Daniel THERRIEN, Privacy Commissioner, Office of the Privacy Commissioner of Canada, Gatineau

5:00-6:00 PM  TOUR THE GEORGIA AQUARIUM

We will conclude the conference by transitioning from CP to sea life with a networking opportunity to explore the largest aquarium in the Western Hemisphere.
Scholarship:

Financial scholarship applications are available for this conference. To request an application or receive additional information, contact: at-registrar@americanbar.org

Continuing Legal Education (CLE)

Sign in for MCLE (U.S. CLE)

All Attendees: Sign-in for CLE upon Arrival

DE/IL Attendees: Your states require you to sign into each session

NY Attendees: You are required by your state to sign in and out each session.

States typically decide whether a program qualifies for CLE credit in their jurisdiction 4-8 weeks after the program application is submitted. For many live events, credit approval is not received prior to the program.

The ABA directly applies for and ordinarily receives credit for live, in-person programs in AK, AL, AR, AZ, CA, CO, DE, GA, GU, HI, IA, IL, IN, KS, KY, LA, MN, MO, MT, NC, ND, NH, NM, NY, OH, OK, OR, PA, PR, SC, TN, TX, UT, VA, VI, VT, WA, WI, and WV. The ABA will seek 6.25 hours of CLE credit for this program in 60-minute states, and 7.50 hours of CLE credit for this program in 50-minute states. Credit hours are estimated and are subject to each state’s approval and credit rounding rules. View accreditation information for your state. Special rules apply to lawyers from the following states:

Arizona: The State Bar of Arizona does not certify MCLE courses or providers. You must independently review Arizona MCLE regulations and make your own determination as to whether a program qualifies for credit towards your MCLE requirements.

Florida: You are eligible to receive credit for this program through Florida’s reciprocity provision. ABA programs are approved in New York and many other states. To have credit for this program posted to your CLE total, email or fax the Uniform Certificate of Attendance and the program agenda to the Florida Bar. View contact information for the Florida Bar. There is no fee for you to use the reciprocity provision.

Idaho: You may self-submit this program for CLE approval by sending the Application for CLE credit to the Idaho State Bar with the required attachments. You can download a copy of the program
Maine: You are eligible to receive credit for this program through Maine’s reciprocity provision that allows credit hours for courses or activities approved by another MCLE state and certified by that state’s CLE regulatory authority to be accepted for identical credit by the Maine Board of Overseers of the Bar upon the board’s receipt of evidence of such certification as issued by that state, or the ABA Uniform Certificate of Attendance. ABA programs are approved in New York and many other states.

Nebraska: You may self-submit this program for CLE approval after attending the program by logging into your personal MCLE account with the Nebraska MCLE Commission. There is no fee for this submission and a response is generally received within 3-5 days.

New Hampshire: The New Hampshire MCLE Board does not certify MCLE courses or providers. You must self-determine whether a program is eligible for credit, and self-report your attendance online at www.nhbar.org/NHMCLE.

New Jersey: You are eligible for credit for this program under New Jersey reciprocity provision if another state grants credit for it. ABA programs are approved in New York and many other states.

New York: This transitional CLE program is approved for all New York-licensed attorneys in accordance with the requirements of the New York State CLE Board for transitional MCLE credits. Both experienced and newly admitted attorneys may earn New York credit with this program.

Rhode Island: You may self-submit this program for CLE approval online, under Course Accreditation (Appendix D), at the time of attendance reporting. There is no fee for self-submission.

Wyoming: You may self-submit this program for CLE approval within a reasonable time after attending the program by completing Application for CLE credit. This is the same form that is currently required for attendance reporting. There is no fee for self-submission.

All attorneys may click here to view additional MCLE information for your jurisdiction.