



# About Advertising & Marketing Law conference, Johannesburg, 21 April

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Keeping up with the latest regulatory guidelines and changes, the latest legal precedents and most importantly ensuring preemptive measures which at the worst will serve to mitigate legal consequences and at the best will enhance brand reputation. We have ten very qualified legal experts covering King IV, CPA, social media, the ASA, promotions and competitions, competition and regulatory practices, and brands protecting IPR. They will give you their best advice and very importantly they will give you expert answers to your questions.

It's worth checking who the speakers are and it's even more important to hear their advice.



- Michael Judin is one of the members of the nine-person King IV task teams. How King IV is evolving from King III, the governance areas where changes are envisaged. What are the intended deadlines.
- Professor Angela Itzikowitz, the banking and finance expert with ENSafrica, will focus on consumer protection issues. The new rules and penalties from the National Consumer Commission, the latest judgements from the National Consumer tribunal and an update on guidelines from the Consumer Goods Council.
- Rosalind Davey is Director of Bowman Gilfillan who will cover the dynamic world of social media. The risks that defamatory or harassing statements may result in vicarious liability for employers, cyber bullying, what conduct may justify disciplinary action, and most important how to mitigate risks to your business.
- Stefan Vos, former head of Legal & Regulatory Affairs at the ASA, will update us on the latest rulings and guidelines and about comparative advertising
- Nicholas Hall, associate at Michalsons Attorneys, will cover the ever challenging world of promotions and competitions. Dealing with scammers, dispute mediation, beware of self-liquidating models.
- Aidan Scallan, senior associate ENSafrica, dealing with competition relating to loyalty programs, category management, gathering of competitive information, etc.

Brief overview of recent changes/developments relating to the healthcare inquiry and the LPG inquiry, the BATSA decision. A practical guide about gathering competitor information.

- Hugh Melamdowitz, partner at Spoor & Fisher will tackle the vital issues about protecting intellectual property; latest rulings, copyright, domain names, trademarks, etc.

How brands can protect concepts as well as creativity, copy and visual imagery. The importance of confidentiality agreements. Who owns the copyright.

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