



NYSBACLE

An Introduction to FDA and FTC: Insider and Outside Counsel Highlights

Friday, March 20, 2020 | 12:00 p.m. – 2:15 p.m.
Arent Fox LLP | 1301 Avenue of the Americas, New York, NY 10019
2.5 MCLE Credits: 1.5 Areas of Professional Practice; 1.0 Skills



Co-sponsoring Section Member: \$25
NYSBA Member: \$50 | Non-Member: \$75
Young Lawyers Section Members: Free
Metropolitan Black Bar Association: Free
Newly Admitted Attorneys: Free

This program is co-sponsored by the Food, Drug and Cosmetic Law Section, and the Young Lawyers Section of the New York State Bar Association, and the Metropolitan Black Bar Association.

11:30 a.m. – 12:00 p.m. **Registration**

12:00 – 12:50 p.m. **An Insider's Perspective to Navigating FDA**

Speaker: Laurie Lenkel, R.Ph., M.S., J.D., Director, FDA Office of the Ombudsman

- FDA's Mission
- FDA's Organizational Structure
- FDA's Responsibilities and Authorities
- How FDA Carries Out its Mission
- FDA and High Profile Topics

1.0 Credit in Areas of Professional Practice

12:50 – 1:00 p.m. **Coffee Break**

1:00 – 1:50 p.m. **Outside Counsel's Role to Navigating FTC | Key Skills in Client Counseling**

Speaker: Larissa Bergin, Esq., Partner, Jones Day

- FTC's Mission
- FTC's Organizational Structure
- FTC's Core Regulatory Responsibilities
- What FTC issues do clients typically have and how firms handle
- Advertising/promotion overlay with FDA and other consumer products
- Recent FTC actions and related impact

1.0 Credit in Skills

1:50 – 2:15 p.m. **FDA and FTC Panel Discussion**

0.5 Credit in Areas of Professional Practice