



Arnold & Porter

Innovative. Integrated. Industry-Focused.

Managing Risk in Talent Collaborations for Regulated Products

November 11, 2024

ANA Masters of Advertising Law Conference

Speakers



**Brad
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Partner

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Moderator

Increase in Talent Collaborations



**27 unexpected & best
brand collaboration
examples for
inspiration in 2024**



Increase in Enforcement/Risk

Star power? Growing list of celeb endorsers showing up in crypto/NFT lawsuits

Tom Brady, Post Malone, Madonna and other A-list stars named in lawsuits from disgruntled crypto investors

Digital Marketing & Ad Tech News →

HOW THE FTC'S INFLUENCER MARKETING WARNING MAY DISRUPT BRAND AND CREATOR DEALS

The FTC's latest round of warnings to influencers about proper sponsorship disclosures could lead brands to approach creator partnerships differently, according to influencer marketers

By [Gillian Follett](#). Published on November 20, 2023.



Unique Considerations for Highly-Regulated Consumer Products



Modernization of Cosmetics Regulation Act of 2022 (MoCRA)

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