

All You Can Eat – Launching A New Food Product From Conception To Shelf

DATE

November 18, 2013

Joan Long of the Chicago office moderated a panel presentation at the 35th Annual BAA Law Conference entitled “All You Can Eat – Launching a New Food Product From Conception to Shelf.” The panel presentation included attorneys from Meijer, Kellogg and Del Monte discussing all the trademark and advertising issue that may arise with advertising food products and documenting the substantiation for ad claims.