

Protecting Your Brand in 2025 and Beyond

Preetha Chakrabarti, David Ervin, Jason Stiehl

November 6, 2025



Welcome and Some Housekeeping Items

- Be sure to sign-in for MCLE Credit at the registration desk.
- Ask questions! Our panelists are happy to engage with you.
- If your attendance time meets the rules set by the Illinois MCLE Board, ACC Chicago will send your certificate by email next week.
- Watch for the survey/feedback link sent to your email after the program.

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- Leadership and Speaking Opportunities
- Access to ACC Global Resources, including:
 - ACC Docket Magazine & Newsstand (searchable legal news feed)
 - ACC Resource Library, Survey, AI & Contracts Portals & Legal Ops Section
 - E-Groups and Committees on Substantive Practice Areas

Speakers



Preetha Chakrabarti

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Preetha Chakrabarti provides comprehensive counsel across all facets of intellectual property and advertising, including litigation, counseling, licensing, and transactional due diligence, with a strong emphasis on trademark prosecution. Her extensive experience spans multiple industries, including food and beverage, media, telecommunications, and consumer products, enabling her to navigate industry-specific challenges and drive business success.



David Ervin

Partner, Advertising & Brand Protection Group

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David Ervin is a trusted ally for advertisers, broadcasters, and publishers, renowned for structuring deals and safeguarding brands in the ever-evolving media and marketing landscape. He is a key resource for brands investing in media, content creation, and marketing partnerships, expertly negotiating agency agreements and advising on rights clearance, SAG/AFTRA, claim substantiation, and media strategies.



Jason Stiehl

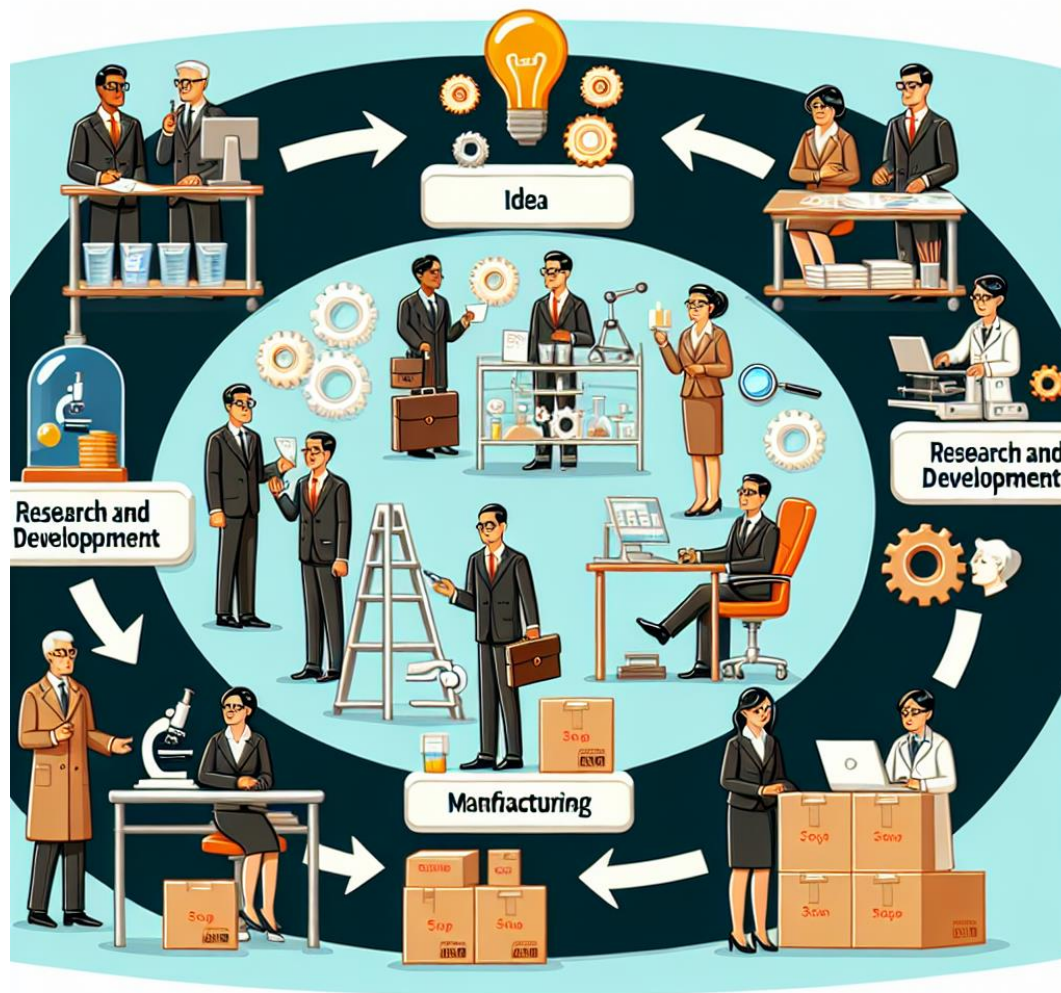
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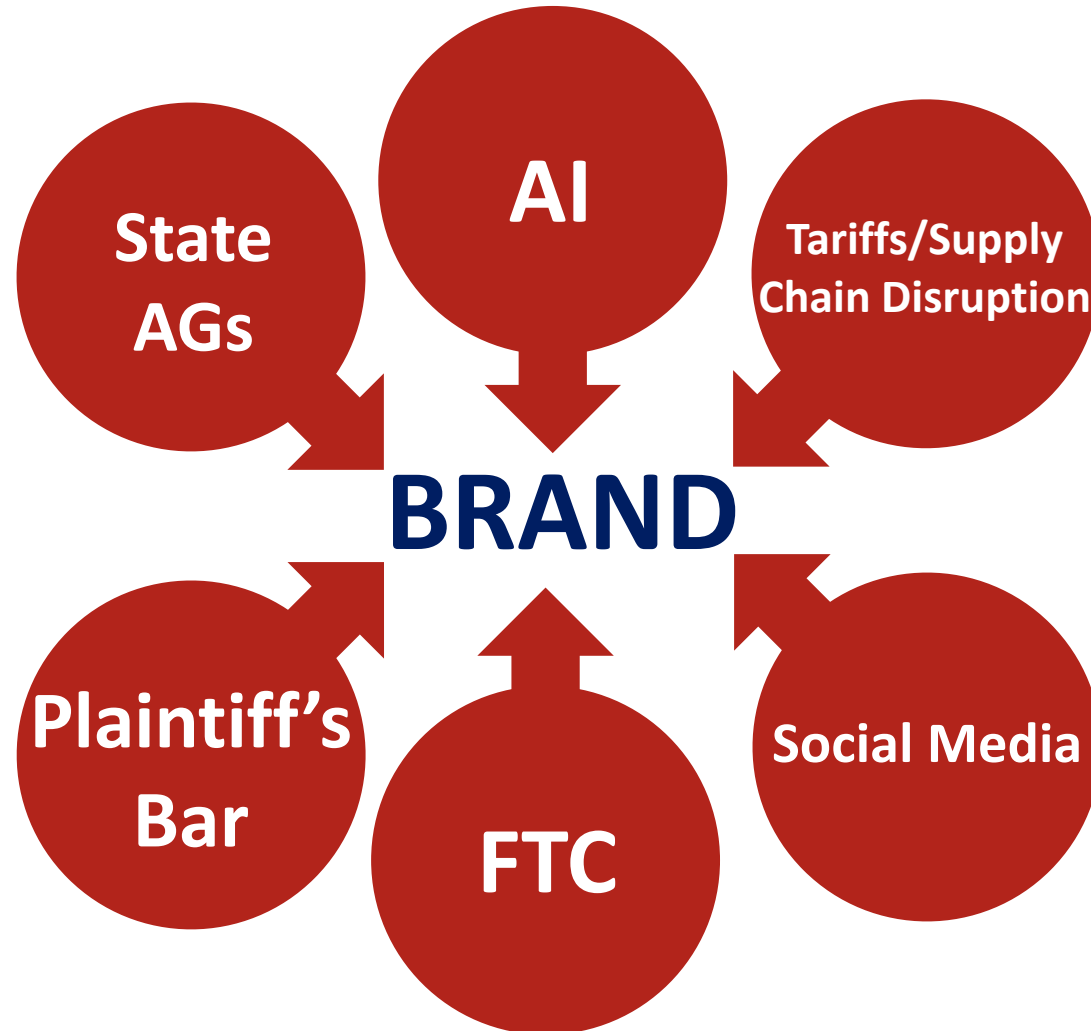
Jason Stiehl is an experienced trial lawyer with a nationwide practice in federal and state courts focusing on complex litigation, consumer class actions, and advertising disputes. He serves clients in the retail, food and beverage, pharmaceutical and medical equipment, advertising, and technology sectors defending allegations related to consumer fraud, false labeling and deceptive practices, and Lanham Act violations.



Viewing the Protection of a Brand Holistically



Is Your Brand Under Siege? Navigating Today's Threats



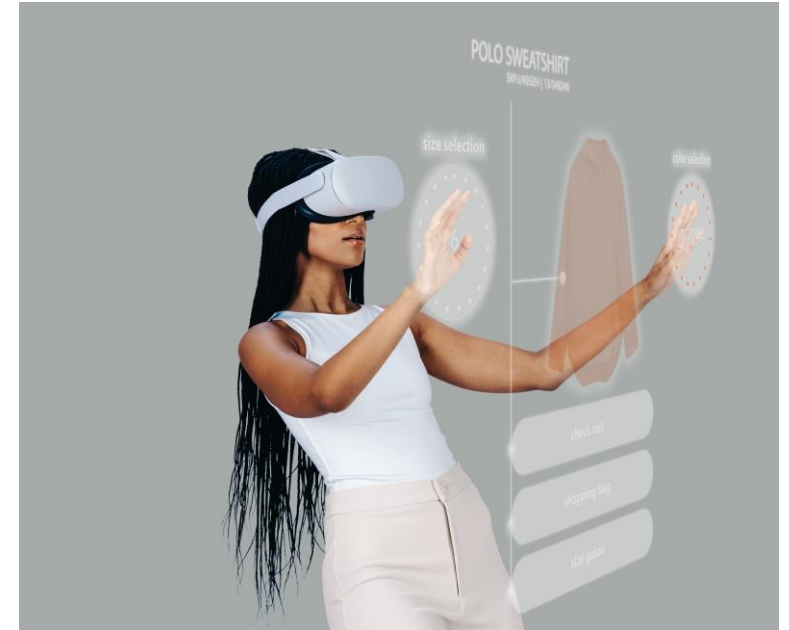
NAD's Role in Brand Integrity

- What is NAD?
 - Who/what/when to use
 - Referral power
 - 2026 priorities:
 - MUSA
 - Pricing
 - Influencers
 - Health & Wellness
 - “MAHA”
 - Pharma



Staying Ahead of the FTC (and State AGs)

- Negative Opinion
- Chatbot study
- AI Marketing



AI Unmasked: Risks & Rewards for Modern Brands

- Input/Output
- Licensing/Deep Fakes
- It can be your friend



Social Media & Influencer Power: Managing Partnerships & Pitfalls

- Contracting
- Monitoring & Cease and Desists



Legal Landmines: Claims, Cases & Consumer Risk

- Green claims
- Food – Ingredients, All Natural, No Preservatives
- Technology – BIPA, ALPR, CIPA



Back to Basics: Contracts, Tariffs & Supply Chain Survival

- Contract Language
 - Automation, Indemnity and Force Majeure
- Restrictive Covenants and Trade Secret Auditing
 - FTC roller coaster
 - Renewed focus
- Challenge to Section 232 and 301 tariffs



Let's Connect: Your Questions. Real Solutions.



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