

## **SPEAKING ENGAGEMENTS**

### **2016 ANA/BAA Marketing Law Conference**

#### **DATE**

**November 9, 2016**

#### **SPEAKERS**



**Brian J.  
McGinnis**  
Partner

## **RELATED PRACTICE AREAS**

Data Security and Privacy

The 2016 ANA/BAA 38th Marketing Law Conference, at the Downtown Chicago Marriott, Nov. 9-11, 2016 builds on the tradition as the broadest marketing and advertising law conference with deep practical legal content, fruitful networking and major CLE credits. Deep dives into all aspects of Marketing and Advertising Law and Digital Media; IP and Privacy, FTC, State A.G. and state-regulation (NAD, CARU), Lanham Act, Class Actions, with many new sessions and 5 more sessions added to the total; Hear from 125 of the nation's leading inside and outside counsel and federal, state and self-regulatory officials. In 2015 a record attendance of 750, with over 200 major brands present.

In the session, "Basics of Privacy, Data Security and Forensic Investigations," Brian McGinnis of the Indianapolis office and JJ Thompson of Rook Security will provide an overview of data security and privacy issues that exist. Attendees will learn how to identify data security and privacy issues, how to prepare a data breach response plan, and how to respond to a data breach.

For more information on how to register for this program, please visit the [Brand Activation Association's website](#).