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Sponsorship ANA&nbsp;/ Hollywood, FL

# 2022 ANA/BAA Marketing Law Conference

Perkins Coie sponsored the 2022 ANA Marketing Law Conference held in Hollywood, Florida in November 2022. Seattle Partner Jason Howell presented on "E-Tailers & Retailers: Hot Topics and Risk Mitigation" along with panelists from Starbucks and Sony Interactive on Tuesday, November 8. The session covered hot and emerging topics for e-tailers and retailers, including the latest updates about sustainability advertising, influencers, loyalty programs, recurring subscription (auto-renewal) programs, and dark patterns, as well as best practices for compliance and risk mitigation.

## Speakers



### [Jason S. Howell](#)

Partner

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