

Winston & Strawn Hosts Food Advertising and Litigation Conference

SEPTEMBER 24, 2015

Winston & Strawn hosted and Partner Ron Rothstein spoke at the Food Advertising and Litigation Conference presented by the Food and Drug Law Institute in Chicago on September 24, 2015. Mr. Rothstein's presentation, "Advertising and Labeling Trends and the Next 'Natural,'" focused on up-and-coming food label trends, particularly concerning food fraud and resulting litigation.

The conference also took an in-depth look at:

- Advertising trends such as "natural," "free-of," "healthy," and the corresponding litigation trends
- Current litigation and insights on how to effectively handle class action lawsuits
- The latest state of genetically-modified organism (GMO) labeling, litigation, and state law developments
- The Food and Drug Administration's labeling and advertising regulations

Mr. Rothstein is a Litigation Partner in the firm's Chicago office. He has substantial first-chair experience in complex commercial matters, including class action and Lanham Act false advertising, trademark and cybersquatting litigation, and copyright litigation.

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Ronald Y. Rothstein