



ALSTON & BIRD AND  
BLACK ENTERTAINMENT & SPORTS LAWYERS  
ASSOCIATION (BESLA) PRESENT

## A Captivating Ring: The Current Regulatory Climate of Mobile Marketing

- What is “mobile marketing” and what are the legal best practices for launching (or helping your client launch) a successful mobile marketing campaign?
- Which suggested rules should be followed in the currently self-regulated mobile marketing environment?

Learn about the current guidelines set forth by the Mobile Marketing Association and the Interactive Advertising Bureau at this comprehensive panel discussion. Review the overlay of applicable laws (Federal Communications Commission, Federal Trade Commission, Telephone Consumer Protection Act, CAN-SPAM Act) and the integration of mobile marketing campaigns with other forms of content distribution. Look ahead to the impending regulation of targeted behavioral advertising and other future legal developments relating to this hot advertising trend.

### PANELISTS

*Tia Arzu, Marketing and Privacy Counsel, AT&T Mobility*

*Cheryl Turner, Counsel, Coca-Cola North America*

*Katherine Wallace, Partner, Alston & Bird*

*Ashley Page, Associate, Alston & Bird (Moderator)*

**THURSDAY, FEBRUARY 11, 2010 | 6-9 P.M.**

Alston & Bird | 1180 West Peachtree Street | 15th Floor | Atlanta, GA

RSVP [here](#) or to Sona Spencer at (704) 444-1363 or [sona.spencer@alston.com](mailto:sona.spencer@alston.com)

*CLE approved | Cocktail reception immediately following.*

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