

NEW YORK STATE BAR ASSOCIATION

Annual Meeting of the
Food, Drug and Cosmetic Law Section

Thursday, January 29, 2009 New York Marriott Marquis 1535 Broadway, New York City	
Program 8:45 a.m. Marquis A and B, 9th Floor	Lunch 12:45 p.m. Palace Suite, 6th Floor

IMPORTANT INFORMATION

Under New York's MCLE rule, this program has been approved for a total of 4 credit hours, consisting of 4 credit hours in practice management or areas of professional practice. **This course will not qualify for credit for newly admitted attorneys because it is not a basic practical skills program.**

Discounts and Scholarships: New York State Bar Association members may apply for a discount or scholarship to attend this program based on financial hardship. Under that policy, any member of our Association who has a genuine financial hardship may apply in writing not later than two working days prior to the program, explaining the basis of his/her hardship, and if approved, can receive a discount or scholarship, depending on the circumstances. For more details, please contact: Linda Castilla at: New York State Bar Association, One Elk Street, Albany, New York 12207.

David S. Weinstock, Esq.
Section Chair/Program Chair
Boehringer Ingelheim Pharmaceuticals, Inc.
Ridgefield, Connecticut

8:45 - 9:00 a.m.	Welcome and Annual Business Meeting David S. Weinstock, Esq. Section Chair and Program Chair
9:00 - 9:50 a.m.	FTC and NAD Claim Substantiation Requirements and an Overview of the FDA cGMP Regulatory Scheme Mark Levine, Esq. Senior Staff Attorney National Advertising Division of the Council of Better Business Bureaus New York City Michelle K. Rusk, Esq. Attorney, Division of Advertising Practices Federal Trade Commission, Washington, DC Brad Williams Manager, Division of Dietary Supplement Programs, CFSAN U.S. Food and Drug Administration, Rockville, Maryland
9:50 - 10:15 a.m.	Cosmetics Enforcement Jeannie M. Perron, Esq., DVM Covington & Burling LLP, Washington, DC Eugene L. Keogh, Esq. Assistant General Counsel (US) Coty Inc., New York City
10:15 - 10:30 a.m.	Coffee Break
10:30 - 10:55 a.m.	FTC and Competition in the Pharmaceutical Industry Michael J. Bloom, Esq. Associate Director, Bureau of Competition, Federal Trade Commission, Washington, DC
10:55 - 11:20 a.m.	FDA's Oversight of Drug and Medical Device Direct-to-Consumer Advertising Donald E. Segal, Esq. Alston & Bird LLP, Washington, DC Bethany J. Hills, Esq. Hodgson Russ LLP, Buffalo



- 11:20 - 11:45 a.m.

FDA Regulation of Rx Promotion on the Internet: A Tangled Web

Dara Katcher Levy, Esq.
Hyman, Phelps & McNamara, P.C., Washington, DC
- 11:45 - 12:10 p.m.

Pharmacy Compounding in Flux: Who is Doing What—Pharmacies, FDA, Courts?

Irving L. Wiesen, Esq.
Law Offices of Irving L. Wiesen, Esq., New York City
- 12:10 - 12:35 p.m.

Device and Drug Pre-Emption: Where Are We Now?

Richard M. Cooper, Esq.
Williams & Connolly LLP, Washington, DC
Former Chief Counsel, U. S. Food and Drug Administration

Geoffrey Levitt, Esq.
Vice President and Chief Regulatory Counsel
Wyeth, Collegeville, Pennsylvania
- 12:45 - 2:00 p.m.

Section Luncheon - Palace Suite, 6th Floor

Drug and Device Regulation At The Dawn Of A New Political Order: Reflections Of A Former HHS General Counsel

Speaker: Daniel Meron, Esq.
Latham and Watkins, Washington, DC
Former General Counsel, U.S. Department of Health and Human Services
- 2:00 - 2:30 p.m.

Executive Committee Meeting - Members of the Executive Committee

*The Program Chair would like to thank the following members
for their efforts in identifying and arranging for
the speakers who participated in today's program:*

*Caryn M. Silverman
Sedgwick, Detert, Moran & Arnold LLP, New York City*

*Annie M. Ugurlayan, Esq.
Senior Staff Attorney*

National Advertising Division of the Council of Better Business Bureaus, New York City

We will be moving in 2010!
Hilton New York, New York City

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If you need assistance relating to a disability, please contact the NYSBA Meetings Department sufficiently in advance so that we can make every effort to provide reasonable accommodations.
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For overnight room accommodations, please call the New York Marriott Marquis at 1-800-843-4898 and identify yourself as a member of the New York State Bar Association. Room rates are \$272.00 for single/double occupancy. Reservations must be made by Monday, December 22, 2008.
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For questions about this specific program, please contact Linda Castilla at 518-487-5562. For registration questions only, please call 518-487-5621. Please use 866-680-0946 to fax your registration form.

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