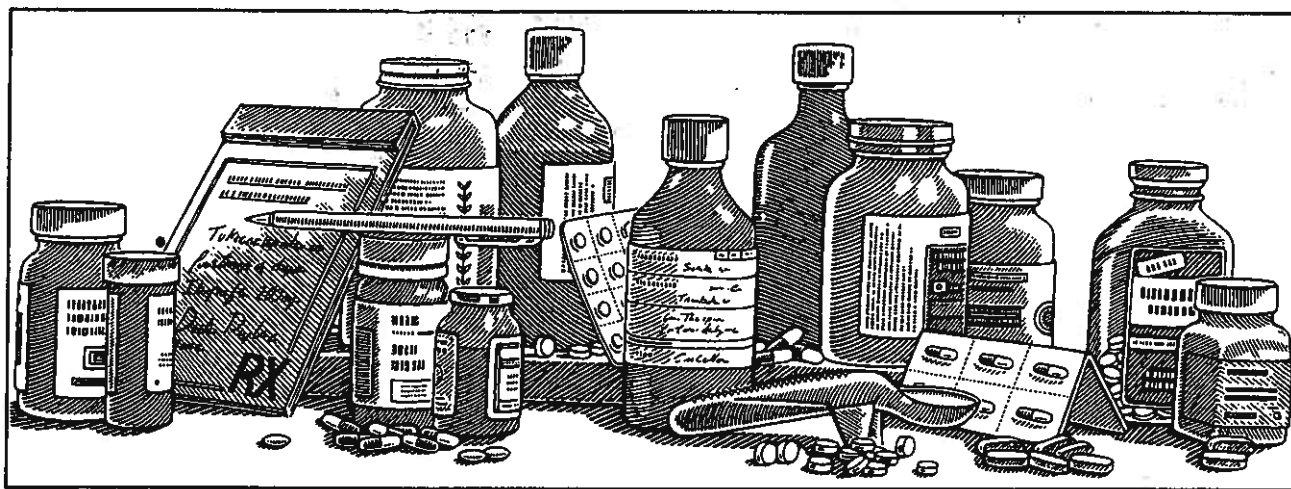


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# The Laws Affecting the Advertising of Pharmaceutical Products

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Co-sponsored by the Food, Drug and Cosmetic Law Section and the Committee  
on Continuing Legal Education of the New York State Bar Association

The New York State Bar Association  
presents a continuing legal education program on:

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**THE LAWS AFFECTING THE ADVERTISING OF PHARMACEUTICAL PRODUCTS**

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New York City — June 1, 1990

Co-sponsored by the Food, Drug and Cosmetic Law Section  
and the Committee on Continuing Legal Education of the New  
York State Bar Association

### **Program Agenda**

8:30-9:00 a.m.	REGISTRATION (outside of meeting room)
9:00-9:15	INTRODUCTION Speaker: <b>Burnside E. Anderson, III, Esq.</b>
9:15-9:35	BASIC CHECKLIST FOR PHARMACEUTICAL ADVERTISING COPY REVIEW Speaker: <b>I. Scott Bass, Esq.</b>
9:35-10:00	OVER-THE-COUNTER DRUG ADVERTISING: FTC/FDA CONCERNS Speaker: <b>Eve E. Bachrach, Esq.</b>
10:00-10:30	OVER-THE-COUNTER DRUG ADVERTISING: LITIGATION BY COMPETITORS Speaker: <b>Thomas J. McGrew, Esq.</b>
10:30-10:45	QUESTIONS AND ANSWERS
10:45-11:15	COFFEE BREAK
11:15-11:45	PRESCRIPTION PHARMACEUTICAL ADVERTISING: HOW FAR FDA WILL LET YOU GO Speaker: <b>Kenneth R. Feather</b>
11:45-12:10 p.m.	FALSE ADVERTISING OF PRESCRIPTION DRUGS: PRIVATE SECTOR ISSUES Speaker: <b>Charles J. Raubicheck, Esq.</b>
12:10-12:35	HOW YOUR PHARMACEUTICAL ADVERTISING WILL IMPACT ON PRODUCT LIABILITY EXPOSURE Speaker: <b>Steven C. Kany, Esq.</b>
12:35-1:00	PANEL RESPONSES TO QUESTIONS
1:00	ADJOURNMENT