



FOR IMMEDIATE RELEASE

CONTACT: Beth J. Passarella
Echo Media Group
(714) 573-0899 ext. 26
beth@echomediapr.com

**DIRECT RESPONSE LEGAL SPECIALIST TO SHARE EXPERTISE AT
ERA CONVENTION**

*Rutter Hobbs & Davidoff's Greg Sater to Outline Unique Legal Issues Surrounding
Infomercials, Direct Response Television Advertising*

LAS VEGAS (September 17, 2007) – Los Angeles-based law firm Rutter Hobbs & Davidoff announced plans today for partner Greg Sater, an attorney specialized in representing clients in the direct response advertising industry, to speak at the Electronic Retailing Association's (ERA) 17th Annual Convention at the Venetian Hotel in Las Vegas on Monday, October 1 from 8 a.m. to 9:30 a.m. The ERA is the leading trade association for direct marketers and advertisers.

In the "DRTV 101" panel Sater, who has been invited as a featured speaker at the ERA Convention for many years, will discuss legal issues surrounding direct response television advertising such as infomercials. A recognized authority and expert, and one of the few in his specialty field of direct response, Sater will explore the ins and outs of the evolving advertising industry and the legal ramifications associated with it, such as how best to protect the trademark, trade dress, patent, copyright, and other intellectual property rights associated with one's product, so that one can prevent or reduce the emergence of "knock offs" and counterfeits; how best to avoid false advertising issues and scrutiny of one's ads by the Federal Trade Commission; and what terms typically are negotiated in the contracts that usually are involved in this kind of advertising campaign. With many of these issues arising via the development of infomercials and commercials, Sater and his fellow panelists will focus on providing practical strategies for developing a highly-effective script from the marketing perspective, while maintaining legal compliance.

-more-

“The ‘DRTV 101’ panel presents an ideal opportunity to learn how to increase the odds of success in marketing products on television and in associated venues like the Internet,” explained Sater. “I’m pleased to be joining several prominent industry leaders on this panel, people who have successfully designed and rolled out advertising campaigns generating hundreds of millions of dollars for their companies, and look forward to answering questions regarding the legal issues that come up in bringing products to market. It’s important to plan ahead with a strong understanding of the legal issues in order to maximize a product’s successful advertising campaign.”

Sater specializes in representing clients who are heavily involved in advertising, including clients involved in the direct response advertising and electronic retailing industry, as well as clients from other industries that run into contractual, intellectual property, and false advertising law issues. Named a “Super Lawyer” in the field of Intellectual Property Litigation by *Law & Politics* and the publishers of *Los Angeles Magazine*, he also has briefed and argued precedent-setting cases before the California Supreme Court.

About Rutter Hobbs & Davidoff Incorporated

Century City-based law firm Rutter Hobbs & Davidoff represents clients in matters involving business disputes and litigation, real estate, intellectual property, labor and employment, corporate and securities, bankruptcy and corporate reorganization, estate planning and probate litigation. For more than one-third of a century, the firm has represented middle market companies, early stage entities, large corporations and individuals; offering clients thoughtful, focused legal counsel from experienced attorneys. For more information, please visit www.rutterhobbs.com.

###

Greg Sater is available for informational interviews related to direct response before and after his speaking engagement at the conference. To schedule a media interview, please contact Beth J. Passarella at (714) 573-0899 x26 or beth@echomediapr.com.