

## VLP Partner Char Pagar Authors Target Marketing Article “The Legal Lowdown on Marketing and Advertising in 2017”

VLP Partner Char Pagar authored the article “The Legal Lowdown on Marketing and Advertising in 2017” for *Target Marketing* magazine.

Ms. Pagar wrote that a number of developments are likely to impact the legal landscape for marketing and advertising in 2017. Regulatory changes stemming from the presidential transition, as well as developments in class action lawsuits, are likely to be important issues.

As an initial matter, Ms. Pagar noted the presidential transfer of power in 2017 has already led to some changes in senior leadership at key government regulatory agencies like the FTC, FDA and FCC. Additional leadership changes will occur in the future. These personnel changes — and the resulting modifications to agency policies, strategies and priorities — are likely to have a significant impact on advertisers in 2017.

[Click here](#) to view the entire article on the *Target Marketing* website.