



Marketing Law Basics

FRIDAY, APRIL 10, 2026

Approved for 3.0 Law & Legal Procedure CLE credits.

\$159 - Standard

\$129 - New Members*

Washington State Bar Association

1325 Fourth Ave., Suite 600 | Seattle, WA 98101

WEBCAST
ONLY

DESCRIPTION

This program covers common issues in marketing, including contractual terms in marketing agreements, marketing controlled products such as cannabis and tobacco, plus FTC rules regulating advertising, contests, and marketing online.

FACULTY

Kraig L. Baker - *Davis Wright Tremaine LLP, Seattle*

Steve Tapia - *Seattle University School of Law, Seattle*

Kristi Weeks - *Washington's Lottery, Olympia*

SCHEDULE

8:40 a.m. > Webcast Log-In Opens

8:55 a.m. > Welcome and Introductions

- **Rachel Matz** - *Washington State Bar Association, Seattle*

9:00 a.m. > Visibility, Make-Good and Agency Law:

An Introduction to Key Clauses in Common Marketing Agreements

60 minutes, 1.0 credits L&LP

This session will highlight the unique contractual terms and typical positions in common marketing agreements, including sponsorships, endorsement and influencer agreements, agency agreements, and promotions.

- **Kraig L. Baker** - *Davis Wright Tremaine LLP, Seattle*

10:00 a.m. > Contests and Other FTC Marketing Regulations

60 minutes, 1.0 credits L&LP

The Federal Trade Act empowers the Federal Trade Commission to regulate advertising, contests, and marketing online. Learn how to keep your clients safe from FTC issues.

- **Steve Tapia** - *Seattle University School of Law, Seattle*

11:00 a.m. > BREAK

11:15 a.m. > Marketing Controlled Products:

A Regulator's Perspective

60 minutes, 1.0 credits L&LP

Some products sold in Washington are considered potentially harmful to consumers. Thus, the Legislature has enacted certain restrictions and protections to enhance public protection. This session will discuss tips and traps when advertising products regulated by state government such as lottery, cannabis, and tobacco.

- **Kristi Weeks** - *Washington's Lottery, Olympia*

12:15 p.m. > Adjourn • Complete Online Evaluations

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Friday, April 10, 2026 • #26250 WEB

REGISTRATION

To register online, please go to the [registration page](#). Click to add to cart and complete your purchase. You may pay by credit card, or via ACH. Alternatively, you may print and mail an invoice seven business days prior to the program along with your check payable to WSBA. Credit card payments by mail or fax are no longer accepted. Note, our service provider will charge you a separate, non-refundable transaction fee of 2.5% on all bank card transactions.

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PRICING INFORMATION

#26498 WEB, attend via webcast, 4/10/26

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