

# 10th Annual Berkeley Law Sports and Entertainment Conference

**Panel 1:  
Celebrity Endorsements and Social Media Advertising:  
FTC Compliance and Influencer Liability**

**Speaker Bios & Contact Info**

# BCLT BY THE NUMBERS

*Unrivaled Impact in Tech Law*

**#1** Ranked IP law program  
21 years by US News



**21** Faculty directors teaching full time and  
writing on law and tech issues

**3** Faculty Directors ranked  
among top 5 most cited IP  
scholars



**17,000+** Law & tech courses  
planned for 2024-2025

**40+** Practitioner instructors teaching  
advanced law and technology courses

**50+** Law & tech courses  
planned for 2024-2025



**9** BCLT faculty-authored textbooks



**9** Tech-focused Student  
Groups



**16** Major conferences  
planned for 2024-2025

**20+** Other expert-level  
events planned for  
2024-2025

**27** Years BCLT has been  
collaborating with  
Federal Judicial Center

**900+** Federal judges  
trained at the BCLT/  
FJC IP seminar



# Barry Benjamin

He has extensive experience representing companies in competitor challenges and investigations through the self-regulatory advertising industry process (NAD, CARU), and in responding to and defending governmental and regulatory (FTC, State AG) inquiries and investigations. Benjamin also regularly negotiates technology and commercial contracts, including advertising industry contracts such as agency-client deals, brand licensing, influencer and sponsorship agreements, as well as technology contracts such as website development agreements, programmatic media transactions, and email marketing and list rental agreements.



Connect with Barry on:

[Kilpatrick](#)  
[LinkedIn](#)

# Amy Ralph Mudge

Amy Ralph Mudge, the leader of BakerHostetler's Advertising, Marketing and Digital Media team, has successfully counseled major advertisers through bet-the-company enforcement investigations and competitor challenges for more than 20 years. She is a Band One Chambers USA-ranked advertising regulatory and NAD lawyer, and a respected thought leader in the advertising law field. Mudge routinely represents top-tier companies before the Federal Trade Commission (FTC), the National Advertising Division (NAD) and the Children's Advertising Review Unit (CARU), as well as in private, federal and state class action defense, consumer protection and antitrust litigation.



Connect with Amy on:

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# Matthew C. Thompson

Matt Thompson is co-leader of the Entertainment, Sports and Media group firmwide. He represents entertainment companies and sources of capital in complex M&A and financing transactions, as well as general corporate matters. He also represents entertainment companies and other similar parties in a wide variety of industry-focused commercial transactions. Thompson currently serves as a member, and is co-chair emeritus of the UCLA Entertainment Symposium Advisory Committee, is a member of the Ziffren Institute for Media, Entertainment, Technology and Sports Law Advisory Board, and is a member of the USC-BHBA Entertainment Institute Advisory Board.



Connect with Matt on:

[Sidley Austin](#)

[LinkedIn](#)

# Thank you for joining us.

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Center for Law & Technology