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NYC Bar

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 **TELL A FRIEND**
**"Happy Cows Come from California" - Puffery or Consumer Fraud?**

Thursday, November 11, 2010 6:30 PM - 8:30 PM

**Registration:**There is no charge for this program. [Register](#)

labeling of animal products, including animal food products and consumer goods, which contain such labels and marketing messages as "humane," "cage-free," "free range," "non-puppy mill," and "100% faux fur," which may mislead consumers as to the animal welfare standards of the product bearing such a label.

**Moderators:**

CHRISTINE L. MOTT, Secretary, Committee on Legal Issues Pertaining to Animals; STEFANIE JONES, Member, Committee on Legal Issues Pertaining to Animals

**Speakers:**

CHERYL LEAHY, General Counsel, Compassion Over Killing; ALISON LONGLEY Campaigns Manager, Farm Sanctuary; JONATHAN R. LOVVORN, Vice President & Chief Counsel, Animal Protection Litigation & Research, Humane Society of the United States; MATT RICE, NYC Campaign Coordinator, Mercy for Animals

**Sponsored by:**

Committee on Legal Issues Pertaining to Animals, Martha Golar, Chair