

November 7, 2014 Event / CLE

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Paul D. Swanson
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The 'Legalities' of Scent Marketing

[Southern Food and Beverage Institute | New Orleans, Louisiana](#)

Lane Powell Shareholder Paul Swanson will present “The ‘Legalities’ of Scent Marketing” at the Southern Food and Beverage (SoFAB) Institute’s Farm to Table CLE Seminar at 9:15 a.m. on Friday, November 7. During his presentation, Swanson will discuss what occurs when scent marketing moves beyond the smell of specific items in a store and extends into the ambient environment, as the legalities of this phenomenon are becoming more murky and untested. The seminar will take place from 8 a.m. to 5 p.m. at the SoFAB Museum in New Orleans.