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## Internationally Acclaimed Intellectual Property Attorney Will Speak at NPA's The Big Natural

**WASHINGTON, D.C.** – Kevin Bell, principal at Porzio, Bromberg & Newman and member of the firm's Intellectual Property and Litigation Departments, will speak at the Natural Products Association's "The Big Natural" at the MGM National Harbor. The Big Natural is a two-day event on September 11 and 12 that will coincide with the 22<sup>nd</sup> Annual Natural Products Day, NPA's premier advocacy lobby event on Capitol Hill for the natural products industry on September 10.

"Kevin has played a leading role in a lot of victories for the Association and the industry," said Daniel Fabricant, Ph.D., President, and CEO of NPA. "No one knows more about the intersection of natural products and law than Kevin, and everyone attending the Big Natural this can expect to gain a lot of insight from what he has to say."

Kevin Bell is currently a principal of Porzio, Bromberg & Newman and a member of the firm's Intellectual Property and Litigation Departments, and previously served as a partner in the intellectual property department of Patton Boggs LLP. Bell's practice focuses on litigating complex disputes involving patents, trademarks, trade secrets, trade dress and unfair competition for a broad range of industries including biotech, pharmaceuticals, medical devices, dietary supplements and more. Bell represents clients on matters before the Federal Trade Commission (FTC) and works closely with members of Porzio's regulatory and compliance practices on specific issues related to the Food and Drug Administration (FDA). The Big Natural is bringing together a diverse group of industry leaders and experts in the nutritional supplements and natural products industries.

### **The Big Natural**

September 11-12

[www.thebignatural.com](http://www.thebignatural.com)

MGM National Harbor

Offering two days of industry-driven, educational sessions, workshop programming, case studies, and interactive discussions. Plus, there will be ample time for networking and benchmarking. The Big Natural brings together industry leaders, innovators, and government officials who share insights that will educate, empower, and spark innovative ideas to drive the industry forward.

Open to both NPA Members and Non-Members, The Big Natural attracts a diverse cross-section of senior executives spanning the C-suite as well as department leadership within the Retail, CPG, Natural, Health Foods, Supplements and Investment sectors with budget and/or human capital responsibility in the following areas:

- Strategy & Product Development



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- Legal, Regulatory & Compliance
- Digital Initiatives, Branding, Marketing and Advertising
- Merchandising, Distribution & E-Commerce
- Analytics and Big Data
- Customer Experience and Customer Service
- Business Development & Finance
- Quality & Scientific Affairs
- Probiotics and Novel Ingredients
- Medical/Functional Foods
- Sports Nutrition
- Defining Natural

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**Natural Products Association**

The **Natural Products Association (NPA)** is *the* trade association representing the entire natural products industry. We advocate for our members who supply, manufacture, and sell natural ingredients or products for consumers. The Natural Products Association promotes good manufacturing practices as part of the growth and success of the industry. Founded in 1936, NPA represents over 1,000 members accounting for more than 10,000 locations of retailers, manufacturers, wholesalers, and distributors of natural products, including foods, dietary supplements, and health/beauty aids. Visit [www.npanational.org](http://www.npanational.org)  
[www.npanational.org](http://www.npanational.org).