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NAD Hot Topics Marketing and Advertising Law Panel

Jason Howell co-chair of the firm's Advertising, Marketing & Promotions (AMP) industry group, partnered with Laura Brett of BBB National Programs and Patricia Doyle from Microsoft to host a marketing and advertising law panel discussion on June 29. The panelists offered insight into the Federal Trade Commission's (FTC) recently proposed revisions to its endorsement guides that set rules of the road for influencer marketing and the use of reviews in advertising.

Speakers



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