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Sponsorship Panelist BBB National Programs / Virtual

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 to host a marketing and advertising law panel discussion on April 5. The panelists offered insight into the Federal Trade Commission's (FTC) significant action on the use of consumer reviews in advertising, including a Notice of Penalty Offenses on deceptive endorsements, new guidance on consumer reviews in marketing, and a settlement on blocked negative reviews of products.

Speakers



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