



'Tis the season for retailers to set best practices to avoid class actions, regulatory enforcement actions, and competitor claims.

Ring in the new year with these top five U.S. advertising and marketing law [takeaways](#).

## **Authors**



## **Jason S. Howell**

Partner

[JHowell@perkinscoie.com](mailto:JHowell@perkinscoie.com) [206.359.3134](tel:206.359.3134)



## **Jared H. Bryant**

Practice Attorney

[JBryant@perkinscoie.com](mailto:JBryant@perkinscoie.com) [206.359.3664](tel:206.359.3664)



## **Caitlin Hoerberlein**

Associate

[CHoerberlein@perkinscoie.com](mailto:CHoerberlein@perkinscoie.com) [206.359.8160](tel:206.359.8160)



## **Wonji Kerper**

Associate

[WKerper@perkinscoie.com](mailto:WKerper@perkinscoie.com) [206.359.3795](tel:206.359.3795)

**Explore more in**

[Consumer Protection](#)

Blog series

## **Consumer Protection Review**

Consumer Protection Review helps businesses that market and sell to consumers navigate federal and state legal issues related to advertising, privacy, promotions, products liability, government investigations, unfair competition, class actions and general consumer protection. [Subscribe ?](#)

[View the blog](#)