



The Federal Trade Commission recently finalized updates to its *Guides Concerning the Use of Endorsements and Testimonials in Advertising*, which address the FTC's latest thinking about how the truth-in-advertising standards under the FTC Act apply to endorsement and review-related issues.

The updated *Guides* expand or clarify guidance related to (1) who can be considered an endorser, what qualifies as an endorsement, and who can be liable if the endorsement is deceptive; (2) consumer review practices; (3) what counts as "clear and conspicuous" for endorsement disclosures; and (4) when and how to disclose paid and other material connections between brands and endorsers.

[Click here to read the full Update.](#)

Authors



Jason S. Howell

Partner

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



Paul O. Hirose

Partner

PHirose@perkinscoie.com [310.788.3265](tel:310.788.3265)



Nathan W. Kosnoff

Discovery Attorney

NKosnoff@perkinscoie.com [206.359.6673](tel:206.359.6673)

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](#)