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### Digital Advertising: Pitfalls and Best Practices

Members of Perkins Coie's Food Litigation practice group recently wrote an article titled "Advertising Pitfalls and Best Practices to Respond to False Advertising Challenges," that Bloomberg published in its Social Media Law Report on December 23, 2014. The article summarizes several recent actions against online and offline advertising practices, and provides preventative and defensive tips for brands. Highlighted matters include a discussion of the Federal Trade Commission's Operation Full Disclosure, which targeted more than 60 companies across various industries for inadequate advertising disclosures, including for consumer electronics, food, drugs, personal care products, and weight loss products.

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