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November 11, 2024

E-Tailers and Retailers: Hot Topics and Risk Mitigation



John Gray spoke at the 2024 ANA Masters of Advertising Law Conference, covering hot and emerging topics for e-tailers and retailers, including the latest updates about generative AI and marketing, price advertising, junk fees, recurring subscription (auto-renewal) programs, and dark patterns, as well as best practices for compliance and risk mitigation.

## **Authors**

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