

Lustigman Quoted in Law360 on FTC Guidelines Regarding Advertising Campaigns

FIRM NEWS | 08.26.2013

PRACTICE AREAS

Advertising, Marketing & Promotions

Sheldon Lustigman tells Law360 that advertisers using the practice of placing qualifications in a footnote or hyperlink as a disclosure is "...no longer acceptable... When the FTC says 'in close proximity,' they mean it." The Law360 article (*subscription required*) discusses the FTC outlining mobile and online marketers disclosure of advertising practices and how its actively applying its dot com guidance in examining advertising campaigns.