



the reliability of online reviews and the ftc's regulations and guidelines for endorsements

Webinar

September 4, 2015
12:00 p.m.

practice areas

entertainment & ip litigation

Aaron Wais will be presenting via a LIVE webcast titled "Understanding the FTC's Guides in Digital Advertising: A 2015 Update," organized by The Knowledge Group, LLC on September 4, 2015. Mr. Wais will be speaking on the topic, "Overarching Issue: True or False – The Reliability of Online Reviews and the FTC's Regulations and Guidelines for Endorsements."

A company's online reputation is vital to its success and online consumer reviews are integral to this reputation. Some companies are increasingly turning to compensated and incentivized reviews, Facebook likes and other positive endorsements to improve their online reputation and promote their brands. Other companies are allegedly planting false positive reviews of themselves and false negative reviews of their competitors.

During this live webcast, Aaron will discuss:

- FTC regulations and guidelines relevant to such endorsements;
- How these regulations and guidelines are being interpreted and enforced by exploring (1) recent FTC enforcement actions (e.g., In the Matter of Amerifreight, Inc.) and (2) recent competitor Lanham Act/unfair competition claims; and
- Practical strategies for avoiding compliance issues in your own advertising and for combating competitors' false reviews.

CLE credit will be provided.

Register

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