

Insights: News

## Full of Hot Air: Puffery In Advertising Law

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This article surveys the contours of puffery across federal and state advertising law, examines where courts and the National Advertising Division (a unit of BBB National Programs, which provides a self-regulatory forum for advertising disputes) have drawn the line, and identifies practical takeaways for practitioners whose clients want to puff — but not too much.

To read the full article by Bryan Wolin and Quynh La, [click here](#).

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