

Insights: Publications

Self-Regulation of Advertising in the United States: An Assessment of the National Advertising Division

April 1, 2015

Michele Floyd is editor of *Self-Regulation of Advertising in the United States: An Assessment of the National Advertising Division*. This is a publication of the American Bar Association Section of Antitrust Law's Advertising Disputes & Litigation Committee and Consumer Protection Committee which convened a working group to discuss the state of advertising self-regulation in the United States and offer recommendations intended to assist the National Advertising Division (NAD) in fulfilling its mission of promoting truthfulness and accuracy in advertising. The group convened a series of meetings to identify, consider, and make recommendations on the following topics: (1) History and Mission of NAD; (2) Bringing a Complaint; (3) Presenting the Case; (4) Decision and Press Release; (5) Appeals Process; and (6) Post Review.

Related People



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