Insights: Publications

Advertising Basics

Intellectual Property Desk Reference

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At the federal level, two primary sources of law govern advertising claims: the Lanham Act and the Federal Trade Commission Act ("FTCA"). The Lanham Act, particularly § 43(a), proscribes false or misleading statements and gives competitors standing to sue. The FTCA grants the Federal Trade Commission ("FTC") authority to regulate advertisements with the goal of protecting consumers.

Related People



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