

3 Private Suits Test Influencer Ads As FTC Stays On Sidelines

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Partner [Gonzalo Mon](#) authored "3 Private Suits Test Influencer Ads As FTC Stays On Sidelines" published by *Law360*. The article discusses three recent cases at the National Advertising Division that provide insights into different ways that influencer campaigns can be challenged in court. Gonzalo details cases against Gymshark, PetPivot, and Polymarket and concludes with steps brands can take to reduce risks associated with influencer marketing.

"These three lawsuits reveal an important shift for advertising law practitioners and their clients: Private enforcement of influencer disclosure requirements is no longer theoretical — it's here."

Read the full article [here](#). Subscription required.