

# Advertising Claims – Are the Substantiation Standards Shifting?

61st Spring Meeting of the ABA Section on Antitrust Law

Speaking Engagement

April 10, 2013

Washington, DC

On April 10, 2013 partner [Bill MacLeod](#) spoke at the 61st Spring Meeting of the American Bar Association Section on Antitrust Law in Washington, DC. The conference covered a wide range of hot topics in antitrust and consumer protection law, both in the U.S. and abroad. Bill was a panelist for the session "Advertising Claims – Are the Substantiation Standards Shifting?" The panel provided the latest practical guidance on evaluating and supporting advertising claims. Have the FTC's standards for substantiation truly become more stringent? If so—what are the implications for the type of support required to minimize legal risk?

## Related Services

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