

Flexing the Agency's Muscles: What FTC Notice of Penalty Offenses Really Means for Advertisers

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January 4, 2022

Over the course of 10 days a few months ago, 700 companies and 70 for-profit colleges received notice of the intent of the FTC to pursue civil penalties under Section 5(m)(1)(b) of the FTC Act if these companies and colleges engage in certain conduct deemed by the FTC to be unfair or deceptive.

In this article featured in the *Intellectual Property & Technology Law Journal*, partners [William MacLeod](#) and [John Villafranco](#) detail what these notices really mean for advertisers.

You can read the full article [here](#).