

FTC Settlement with CarShield Holds Lessons on Endorsements

Gonzalo E. Mon

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If you've watched the news recently, it's fairly safe to predict that two things happened. First, you probably watched an announcer recount disturbing news about the current political climate. Second, following that segment, you probably watched a celebrity recount the benefits of using CarShield. (If your experience is different than mine, please let me know, so that I can change my viewing habits.) Although both of those things may continue to happen for a while, you may soon see some changes to the CarShield commercials.

www.kelleydrye.com/viewpoints/blog...on-endorsements