

Gonzalo Mon Quoted on Influencer Marketing Compliance Risks

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Partner [Gonzalo Mon](#) was quoted in "Influencer Marketing: How Governance and Contract Execution Shape Brand Exposure" published by *Lexology*. The article covers compliance risks in the influencer marketing ecosystem, particularly enforcement actions from the FTC and NAD. Gonzalo points out how claims from influencers can create enforcement risk for companies from these regulatory bodies.

"This [NAD] activity does not signal a relaxation of the underlying requirements. The NAD has been active in this area, and failure to comply with its recommendations can result in referral to the FTC or FDA for enforcement," said Gonzalo.

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