

# Influencer Campaign Lawsuits Signal New Endorsement Risks

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Partner [Gonzalo Mon](#) wrote “Influencer Campaign Lawsuits Signal New Endorsement Risks” for Law360. The article covers the Federal Trade Commission’s 2023 Endorsement Guides for influencer campaigns and recent class action lawsuits against Celsius and Shein. The plaintiffs in both lawsuits claim that the influencers did not properly disclose their connections to the companies. Mon concludes with steps that companies should consider if they are using influencers in their advertising.

“More recently, we’ve started to see plaintiffs file class actions against companies alleging that their influencer campaigns violate the Endorsement Guides and various state laws. Two similar lawsuits that were filed this year suggest that companies now have new risks to take into account when working with influencers.”

Read the full article [here](#).