

Newsday Quotes Partner Gonzalo E. Mon on Online Contests Regulations

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Partner Gonzalo E. Mon was quoted in the *Newsday* article, "Small Business: Creating Online Contests." The article discusses the various rules and restrictions of different social networking sites in regards to running online contests and sweepstakes. It is important that a company makes sure they are in compliance with state statutes regarding promotions as well as with individual site guidelines.

Mr. Mon commented, "Companies tend to forget there are laws involved that regulate what you can and cannot do." He recommends that companies consult with an advertising or promotions attorney; as a general rule, he says, you can't combine a prize, chance, and a requirement that people pay money, so removing one of the three elements is generally wise.