

Off Giving Thanks

November 24, 2020



Barring an advertising or privacy law emergency, like you, we'll be taking the next few days off to give thanks and spend time with family. Next week, please join us for:

- **Made in USA claims - navigating FTC's 'all or virtually all' standard** Webinar Consumers continue to demand goods manufactured in the United States and will pay a premium for such products. At the same time, the Federal Trade Commission (FTC) continues its high-profile focus on US origin claims, launching dozens of investigations, announcing various noteworthy settlements and advocating for a proposed rule that would include the possibility of civil penalties over \$43,000 per violation. This webinar will explore Made in USA claims and discuss:
 - What types of claim have attracted regulatory attention;
 - How to comply with the FTC's requirements; and
 - What to do if the FTC contacts you.

[Register here](#) to Join [Christie Grymes Thompson](#) on 3 December 2020 at 1:00pm EST (6:00pm GMT).

- **Ad Law News and Views** Newsletter The return of our Ad Law News and Views newsletter with our latest 8 Things feature on Gonzalo Mon. [Subscribe here](#). Follow the links to find features on [Christie Grymes Thompson](#) and [Alysa Hutnik](#).

While we're away:

- Visit the **Advertising and Privacy Law Resource Center** The Advertising and Privacy Law Resource Center is designed to help you navigate key legal topics relevant to advertising and marketing, privacy, data security, and consumer product safety and labeling.
- Listen to the **Ad Law Access podcast**, available through your smart speaker or wherever you get your podcasts. Latest episodes include:
 - [The TCPA Heads Back to the Supreme Court](#)
 - [Comparative Advertising 101](#)

Some of our past popular episodes include:

- [Cause Marketing - Commercial Co-Ventures: What You Need to Know Before Getting Started \(12:30\)](#)
- [Texting 101 - The Hot Button Issues to Consider When Running a Texting Campaign \(11:25\)](#)
- [Making it in the USA - When Product Origin and Origin Marketing Claims Matter \(13:00\)](#)
- [Challenging Competitors' Claims](#)
- [Influencers and Endorsers: Understanding the Upfront Legal Requirements \(9:10\)](#)
- [Influencers Gone Wrong \(10:30\)](#)
- [FTC Releases New Guide to Help Influencers \(7:20\)](#)
- Follow us on [LinkedIn](#), [Twitter](#), and [Facebook](#).

In this time of Thanksgiving, we express sincere appreciation for our clients and all friends of the firm. While holiday celebrations this year will be very different, without the usual gatherings and traditions, we are focused on the underlying spirit of giving thanks. Wishing you good health, time with family and friends (even if that's FaceTime), and optimism for the future.

