

Partner Gonzalo E. Mon Interviewed on Social Media Marketing for BNA Video Insights

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Partner Gonzalo E. Mon was featured in a BNA Video Insights interview for the *BloombergBNA* Internet Law Resource Center. This five-minute video provides an overview of some of the legal issues companies should consider before they engage in social media. Mr. Mon discusses the FTC's view of consumer endorsements, how companies can avoid liability for user-generated content, and options for structuring contests.