

Ad Law Access Podcast: Making it in the USA – When Product Origin and Origin Marketing Claims Matter

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“Made in the USA” claims have taken on an even greater importance as American manufacturing has captivated the political discussion. Recently FTC Commissioner Chopra released a [statement](#) calling for more stringent enforcement of the agency’s “Made in USA” advertising policies.

The podcast discusses how to substantiate “Made in USA” claims on the latest episode of the [Ad Law Access Podcast, Making it in the USA – When Product Origin and Origin Marketing Claims Matter](#).

During the podcast, references are made to [a commercial](#), John Villafranco's podcast on [Challenging Competitors' Claims](#), and our webinar [Buy American and Hire American: Is Your \(Or Your Competitor's\) Product Really “Made in the USA”](#).

You can find the Ad Law Access podcast on [Apple Podcasts](#), [Spotify](#), [Google Podcasts](#), [SoundCloud](#), and other podcast services.