

Practical Law The Journal Interviews Partner Gonzalo E. Mon on FTC Guidelines for Marketing Mobile Apps

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Partner **Gonzalo E. Mon** was interviewed in the "GC Agenda" section of *Practical Law The Journal*. Mr. Mon provided commentary regarding the FTC guide, "Marketing Your Mobile App: Get it Right From the Start." The guide summarizes key points the FTC has made about mobile apps in previous settlements and policy documents. It also clarifies some issues that have been troublesome for mobile app developers. Mr. Mon noted that the guide serves as a valuable roadmap that companies should use when considering advertising and privacy issues prior to launching an app.

To read the rest of the article, please click [here](#).