

# Practical Law The Journal Interviews Partner John E. Villafranco on Blogger Endorsements and Comparative Advertising

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Partner John E. Villafranco was interviewed for the GC Agenda section of the June Practical Law The Journal regarding developments in the area of commercial law. He discussed implications of the Federal Trade Commission's updated Guides Concerning the Use of Endorsements and Testimonials in Advertising for companies that run testimonial ads or word-of-mouth marketing campaigns. He also touched on comparative advertising and provided tips for companies taking legal action against competitors who run comparative ads. Mr. Villafranco noted that companies should take extra care to ensure that any comparative claims they make stand up to scrutiny.