

Proposed FTC Impersonation Rule's Reach Is Too Broad

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In an article in *Law360*, partner [William MacLeod](#) notes that time may be running out for some of the most entertaining and valuable forms of advertising we have seen, if a rule proposed by the Federal Trade Commission becomes the law of the land. Comments were due Friday on the Rule on Impersonation of Government and Businesses, a measure that would prohibit depictions of businesses, government agencies, officials and executives in advertising, even when nothing about the communications deceive consumers.

You can read the full article [here](#).