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Pryor Cashman Releases Legal Update On FTC Guides Concerning the Use of Endorsements and Testimonials in Advertising

In October 2009, the Federal Trade Commission (the "FTC") released its final Guides Concerning the Use of Endorsements and Testimonials in Advertising (the "Guides"). The Guides revise the FTC's initial guidelines published in 1980, providing advertisers and spokespeople with insight on how to keep their endorsement and testimonial advertisements in compliance with the FTC Act, particularly in light of new issues posed by the emergence of non-traditional consumer-generated media. The Guides become effective on December 1, 2009.

Pryor Cashman Entertainment and Intellectual Property Partners Brad D. Rose and Howard Siegel, along with associate Melissa Tomkiel, have written an informative Legal Update about the Guides entitled *FTC Guides Concerning the Use of Endorsements and Testimonials in Advertising*. To read the Legal Updates, please [click here](#).