

## 5 Current Ad And Marketing Legal Risks To Watch Out For

Companies continue to use various marketing initiatives and tactics to differentiate themselves in the marketplace, while navigating the ongoing pandemic and new legislative and regulatory developments. At the same time, many brands are determining how to best contribute to social justice efforts, and make a positive impact in their communities.

As they work toward these goals, businesses should be aware of advertising, marketing and promotion practices that present an increased risk of scrutiny from regulators, competitors and class action plaintiffs. With the first five months of 2021 almost behind us, here are five important areas of advertising and marketing law to keep in mind.

[Click here to read the full article in \*Law360\*.](#)\*

\*Subscription-based publication

### Authors



### [Jason S. Howell](#)

Partner

[JHowell@perkinscoie.com](mailto:JHowell@perkinscoie.com) [206.359.3134](tel:206.359.3134)

### Explore more in

[Advertising, Marketing & Promotions](#)