



The Federal Trade Commission recently finalized updates to its *Guides Concerning the Use of Endorsements and Testimonials in Advertising*, which address the FTC's latest thinking about how the truth-in-advertising standards under the FTC Act apply to endorsement and review-related issues.

The updated *Guides* expand or clarify guidance related to (1) who can be considered an endorser, what qualifies as an endorsement, and who can be liable if the endorsement is deceptive; (2) consumer review practices; (3) what counts as "clear and conspicuous" for endorsement disclosures; and (4) when and how to disclose paid and other material connections between brands and endorsers.

[Click here to read the full Update.](#)

Authors



Jason S. Howell

Partner

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



Paul O. Hirose

Partner

PHirose@perkinscoie.com [310.788.3265](tel:310.788.3265)



Nathan W. Kosnoff

Discovery Attorney

NKosnoff@perkinscoie.com [206.359.6673](tel:206.359.6673)

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