

News

BCLP LAWYER IN 'LAW360' ON FTC WARNINGS FOR FAKE REVIEWS

Oct 21, 2021

BCLP Counsel Jim Dudukovich was quoted at length Oct. 19 by *Law360* on warnings from the Federal Trade Commission (FTC) that companies face potentially hefty fines if they work with influencers in ways that are misleading or deceptive. The FTC is leaning on its statutory power to penalize companies for practices the commission has established through previously adjudicated cease-and-desist orders as unfair or deceptive. Known as penalty offense authority, it can lead to fines of \$43,792 per violation. A well-known advertising and social media lawyer, Jim said the FTC's stepped-up use of its penalty offense authority, coupled with changes in staffing at the FTC under President Biden, have him keeping a close eye on developments. "[Identifying and implementing powerful enforcement tactics was] certainly one of the things that we thought would happen," he said.

RELATED PRACTICE AREAS

- Retail & Consumer Products
- Marketing & Advertising
- Sports & Entertainment
- Media & First Amendment

MEET THE TEAM



Jim Dudukovich

Atlanta

jim.dudukovich@bclplaw.com

+1 404 572 6733

This material is not comprehensive, is for informational purposes only, and is not legal advice. Your use or receipt of this material does not create an attorney-client relationship between us. If you require legal advice, you should consult an attorney regarding your particular circumstances. The choice of a lawyer is an important decision and should not be based solely upon advertisements. This material may be “Attorney Advertising” under the ethics and professional rules of certain jurisdictions. For advertising purposes, St. Louis, Missouri, is designated BCLP’s principal office and Kathrine Dixon (kathrine.dixon@bclplaw.com) as the responsible attorney.