

PUBLICATIONS

# Sponsored Endorsements: FTC Isn't Your Only Concern

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## Overview

Step toe partner Anthony Anscombe and associate Meegan Brooks co-authored an article titled "Sponsored Endorsements: FTC Isn't Your Only Concern" for *Law360*. The article, published January 29, explains why recent actions by brands, influencers, and government agencies reiterate the importance of both strong influencer agreements and clear disclosures.

## Practices

### **Retail & E-Commerce**