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## *How to Protect Your Business from False and Misleading Advertising Lawsuits/Challenges*©

### 1. **Marketing Teams' job is to be creative!**

Their focus is marketing of your goods and services to increase your audience and market share, leading to larger profits. Marketing teams are composed of marketers, not attorneys.

#### **Attorney's Job**

Focus on the legal aspects and consequences of your business' advertising, marketing and promotions campaigns. Your campaigns are reviewed per Federal, State and local laws, regulations, and court decisions for compliance.

2. **Foreign Language Campaigns MUST** be reviewed in that language. For example, for Hispanic campaigns, it is important that campaigns be reviewed in Spanish by an Advertising, Marketing, and Promotions Law attorney who is fluent in the language and understands cultural and language nuances to avoid potential costly misunderstandings.

3. Have your advertising, marketing and promotions campaigns reviewed preferably ***BEFORE*** going public by an attorney in this area. Adjustments can be made after going public, but could be costly to make the necessary changes.

4. ***If challenged or sued***, contact an Advertising, Marketing and Promotions Law attorney to help you. Remember, you don't go to the gynecologist to fix a broken bone, same with attorneys.

5. **Deadlines** are crucial.

6. Ad **agencies** could also be held responsible for false and misleading advertising.

7. **Everything** in your marketing campaign needs to be reviewed (website, social media, print, sales, Influencers, commercials, etc).

## **SUBSTANTIATION + TRANSPARENCY = TRUST**

**Remember, TRUST in your brand is crucial!!!**

Finally, in Advertising, Marketing and Promotions Law it is about ***HOW*** to achieve your business' marketing goals legally and ethically while minimizing legal risk!

*Advertising, Marketing and Promotions Law Counseling and Compliance in English and Spanish  
Asesoramiento y Cumplimiento con Leyes de Publicidad, Mercadeo y Promociones en Inglés y Español*

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