



E. Audrey Glover-Dichter

Attorney at Law

954-736-9787

audrey@gloverdichter.com

www.advertisinglaw.legal

11352 West State Road 84, Ft. Lauderdale, FL 33325

Top Reasons Agencies May Be Sued©

1. Consult with Agency **OWN** attorney
2. Contracts need to be specific
3. Don't ignore **RED** flags!!!
4. Do in-house training often, especially for new hires and interns
5. Do your own research - ask questions
6. Written communications can be discoverable, so be careful what you write to whom
7. Ignorance is NOT a defense. Acting as AGENT of client is NOT a defense.
8. If client is being investigated, agency's role is probably being looked at as well. Investigations can be conducted by FTC, SEC, IRS, FDA, state, and local agencies.
9. DUE DILIGENCE - Have internal process
10. KNEW OR SHOULD HAVE KNOWN!!!

TRUTH + TRANSPARENCY = TRUST
Marketing builds trust in your brand

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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