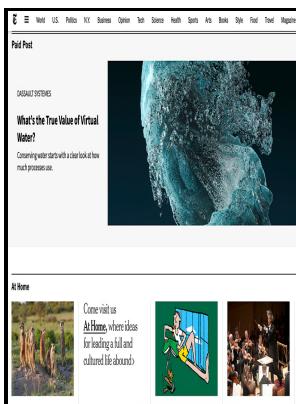


Advertising law

Macdonald and Evans - All About Advertising Law

Description: -

-
 Questions and answers -- Periodicals
 Public contracts -- Germany.
 Real estate development -- Law and legislation -- Germany.
 City planning and redevelopment law -- Germany.
 United States -- Emigration and immigration -- Government policy
 Alien criminals -- Government policy -- United States
 Naturalization -- United States
 Criminal registers -- United States
 United States. Immigration and Naturalization Service -- Management
 Steamboats -- Inspection -- United States.
 Electronic digital computers -- Circuits.
 Switching theory.
 Le Mont-Saint-Michel (France)
 Small business -- Government policy -- Sierra Leone.
 World War, 1914-1918 -- Humor.
 Pherbellia.
 Patchwork -- Patterns.
 Victoria and Albert Museum -- Art collections.
 Charleston (S.C.) -- Fiction
 Detective and mystery stories
 Tearooms -- Fiction
 Tea trade -- Fiction
 Women detectives -- South Carolina -- Charleston -- Fiction
 Browning, Theodosia (Fictitious character) -- Fiction
 Fathers and sons
 Fathers and daughters
 Fathers
 Germany -- Church history -- 18th century.
 Church and state -- Germany -- History -- 18th century.
 Secularism -- Germany -- History -- 18th century.
 Protestant churches -- Germany -- Clergy -- History -- 18th century.
 Advertising laws -- Great Britain. Advertising law
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 Notes: Includes bibliographical references and index.
 This edition was published in 1978



Tags: #Advertising #Law

Advertising Laws and Regulations

In an effort to keep companies honest about their products and controlled in their advertising methods, the Federal Trade Commission regulates how products are branded and what their labels claim, and it has rules regarding how customers may be reached.

What is Advertising Law?

Who Do These Laws Apply To? In order to avoid accidental trademark infringement, businesses can be sure that any names, slogans, or logos they hope to use in marketing are not protected. The FTC Act that encapsulates the Truth in Advertising Laws at the federal level applies to basically any kind of advertising in any industry.

The Truth in Advertising Laws: What You Should Know

So, the FTC has put together laws that protect consumers against false or misleading advertising.

Advertising Law: Everything You Need to Know

Find out more by consulting FTC compliance materials. The Act also requires FTC to issue a Fur Product Name Guide. If an ad is created to mislead or confuse the public, it is considered deceptive and is against the law.

Advertising Law

The practice is geared to servicing the needs of the advertising, promotional marketing, and digital industries with a commitment to providing personal, efficient and effective legal service.

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