

CRS Report for Congress

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Federal Advertising Law: An Overview

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Summary

This report provides a brief overview of federal law with respect to five selected advertising issues: alcohol advertising, tobacco advertising, the Federal Trade Commission Act, advertising by mail, and advertising by telephone.¹ There are numerous federal statutes regulating advertising that do not fit within any of these categories; as random examples, the Food, Drug, and Cosmetic Act requires disclosures in advertisements for prescription drugs²; the Truth in Lending Act governs the advertising of consumer credit³; and a federal criminal statute makes it illegal falsely to convey in an advertisement that a business is connected with a federal agency.⁴

Alcohol Advertising

The Federal Alcohol Administration Act makes it unlawful to engage in interstate or foreign commerce in distilled spirits, wine, or malt beverages, unless such products conform to regulations of the Bureau of Alcohol, Tobacco and Firearms, which is in the Department of the Treasury. The Act requires that these regulations, among other things, "prohibit statements on the label that are disparaging of a competitor's products or are false, misleading, obscene, or indecent."⁵ A 1988 amendment to the Act requires that alcoholic beverages sold or distributed in the United States, or to members of the Armed Forces outside the United States, contain a specified health warning.⁶

¹ On the issue of constitutional protection for advertising, see, *Freedom of Speech and Press: Exceptions to the First Amendment* (CRS Report 95-815 A).

² 21 U.S.C. § 352.

³ 15 U.S.C. §§ 1661-1665b.

⁴ 18 U.S.C. § 709.

⁵ 27 U.S.C. § 205(e)(4).

⁶ 27 U.S.C. § 215.

Federal Advertising Law Guide

David C. Hjelmfelt



Federal Advertising Law Guide:

Federal Advertising Law Guide Update Bank Marketing Association (U.S.),1990 *Federal Advertising Law Guide* James E. Turner,Alan B. Rice,David McF. Stemler,Bank Marketing Association (U.S.),A.S. Pratt & Sons,1990 **The Advertising Law Guide** Lee Wilson,2000 This reference offers coverage of the day to day legal issues faced by anyone working in the advertising field Veteran intellectual property lawyer Lee Wilson seeks to make the law accessible for the lay reader offering details on copyright considerations trademarks libel privacy and publicity issues advertising on the Internet guidelines for marketing to children and the elderly and complying with FTC regulations Also included are checklists to help advertisers assess the legality of their designs plus several form agreements Federal Advertising and Marketing Law Guide James E. Turner,Alan B. Rice,David McF. Stemler,1980 *Pratt's Federal Advertising and Marketing Law Guide* ,2011 Legal Guide for Starting and Running a Small Business Editors of Nolo,2025-12-30 This book is for current and aspiring entrepreneurs as well as managers and other critical small business employees who want practical and comprehensive guidance on business laws without paying a lot in legal fees The book helps owners and managers successfully begin and run a small business covering topics like raising startup money protecting personal assets negotiating leases and contracts and more *Executive's Guide to Marketing, Sales, and Advertising Law* David C. Hjelmfelt,1990

International Advertising Law Peter Schotthöfer,2017-04-01 Most cross border advertising occurs uncontroversially However because international advertising activity falls under so many diverse areas of law some familiarity with the dense web of legislation regulation and case law that may effect its use is essential for all advertisers This well known book now in a fully updated third edition provides all the necessary information in an easy to use country by country format Twenty six country reports each by a local expert provide detailed information on the particular legal environment in each country vis advertising including specific effects of all relevant treaties and trade agreements Among the issues and topics taken into account are the following effect of import restrictions on advertising use of price comparisons in advertising cold calling consumers right to dispute resolution blacklisted practices use of a language other than that of the target country special rules for agricultural products principles of non discrimination and equal treatment of nationals precautionary principle versus risk principle protection of trademarks false or deceptive indication of source product placement in non advertising communications respectful interaction with religious cultural and social values and when a statement may be deemed misleading Because the freedom to market a product simultaneously in several countries is a significant economic benefit the invaluable information and guidance in this book on what is legally possible in a broad range of countries will be enormously beneficial to firms in all fields that engage in the sale and marketing of products or services Corporate counsel and marketing directors will warmly welcome this new edition of a proven handbook **Federal Advertising and Marketing Law Guide and Update Nine** American Bankers Association,1992-01-01 **Federal Advertising and Marketing Law**

Guide David McF Stemler, **The Essential Guide to the Business & Law of Esports & Professional Video Gaming** Justin M Jacobson, 2021-02-19 As esports has grown the need for professional legal representation has grown with it Justin's Essential Guide to the Business Law of Esports Professional Video Gaming provides a great baseline and will help prevent the legal horror stories of esports in the past Mitch Reames AdWeek and Esports Insider Justin's exploration of the business and law side of the esports sector fills a gap of knowledge that is an absolute necessity in truly understanding the esports space Kevin Hitt The Esports Observer The Essential Guide to the Business Law of Esports Professional Video Gaming covers everything you need to know about the past present and future of esports and professional video gaming The book is written by one of the foremost attorneys and business practitioners in today's esports and professional gaming scene Justin M Jacobson Esq This guide is meant to provide you with an in depth look at the business and legal matters associated with the esports world Includes coverage of the stakeholders in the esports business ecosystem including the talent the teams the publishers and the event organizers Explores various legal fields involved with esports including intellectual property employment and player unions business investments and tax write offs immigration and visas event operation tips social media and on stream promotions and much more The most current book on the market with actual contract provisions modeled on existing major esports player coach shoutcaster and sponsorship agreements About the Author Justin M Jacobson Esq is an entertainment and esports attorney located in New York City For the last decade he has worked with professional athletes musicians producers DJs record labels fashion designers as well as professional gamers streamers coaches on air talent and esports organizations He assists these creative individuals with their contract copyright trademark immigration tax and related business marketing and legal issues He is a frequent contributor to many industry publications and has been featured on a variety of entertainment music and esports publications and podcasts including Business Insider The Esports Observer Esports Insider Tunecore and Sport Techie Justin has positioned himself as a top esports business professional working with talent in a variety of franchise leagues including the Overwatch League Overwatch Contenders and Call of Duty Pro League as well as in many popular competitive titles such as Fortnite CS GO Gears of War Halo Super Smash Brothers Rainbow 6 PUBG Madden and FIFA and mobile games such as Brawlhalla Clash of Clans and Call of Duty mobile Previously he worked with various esports talent agencies as well as in an official capacity on behalf of several esports teams and brands

The Global Advertising Regulation Handbook Mary Alice Shaver, Soontae An, 2014-12-18 Advertising is an important and visible component of marketing competition and consumer awareness As many companies grow and expand to serve multinational audiences worldwide there is a concomitant need to understand culture customs and regulation in the world markets Not only businesses but consumers and students as well need to understand the workings of advertising and its regulation in worldwide markets This book is designed to fill this need for students and professionals The book takes a thorough and critical view of the process in 21 countries representing four continents of developed countries An important

feature of this handbook is the consistent carefully plotted format of each chapter facilitating easy access to key information For each country the chapters cover the following form of government history of regulation along with current operating regulation systems route manner in which cases are brought forward to regulating bodies advertising codes if any and how they work amount of money spent on advertising by year consumerism and its role in advertising specific regulation of advertising to children health advertising and tobacco advertising sanctions and control of advertising found inadmissible position of commercial speech in country if any Countries included are Argentina Australia Canada Chile China Hong Kong Colombia Belgium Brazil Denmark Finland France Japan Korea Mexico Peru Portugal Spain Sweden the United States and the United Kingdom Each chapter s contributing author is a known expert in advertising with a particular insight on that country s language culture and advertising industry

Advertising Law James D. Arden,John W. Arden,Thomas A. Long,2001-05

Bank Marketing ,1997

Advertising Compliance Law John Lichtenberger,1986-08-18

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