

## Introduction

This edition (2025) includes updated and revised materials added to the following chapters:

Chapter 1 Corporate Counsel's Role in the Company's Advertising

Chapter 2 The Federal Trade Commission Rules on Advertising

Chapter 3 Trademark Issues in Advertising

Chapter 6 Federal Regulation of Advertising, including a new section heading addressing **Preemption**

Chapter 9 Advertising on the Internet, including a new section heading addressing **Platform provider liability**

Chapter 14 Advertising and Unsolicited Facsimiles

Chapter 15 Unsolicited Telephone Calls

Chapter 34 Promotion, Distribution, and Marketing Agreements

In addition, we have added new sample agreements to our existing forms collection:

- Advertising and Promotional Agreement
- Advertising Association Documents

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