

Introduction

This edition (2026) includes updated and revised materials added to the following chapters:

Chapter 1 Corporate Counsel's Role in the Company's Advertising, including a new section heading addressing **Taxation**

Chapter 3 Trademark Issues in Advertising, including new section headings addressing **Extraterritoriality** and **Geographic distance**

Chapter 10 Tort Law Considerations in Advertising, including a new section heading addressing **Actions sounding in fraud**

Chapter 14 Advertising and Unsolicited Facsimiles

Chapter 15 Unsolicited Telephone Calls, including new section headings addressing **Consent** and **Telephone solicitation**

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

- Trademark License Agreement

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