Mary Wasik, partner and chair of the Corporate & Securities Group, wrote "Understanding the FTC's Position on Social Media Endorsements" published by Inside Counsel. Using the Cole Haan Pinterest contest as an example, Mary breaks down the FTC's updated requirements when endorsements are made on social media sites and provides steps that legal departments can take to help keep their companies on the straight and narrow with respect to FTC Guidelines.

To read the full article, click here.