

VIDEO: Bobby Robinson on Promoting Health-Related Products to Avoid FTC Involvement

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The Federal Trade Commission (FTC) has seen a significant rise in companies making unsubstantiated health claims that their products and/or services can treat or prevent Coronavirus. Listen to Bobby Robinson, an intellectual property and corporate attorney with Nexsen Pruet, discuss a few points to keep in mind when promoting health related products to avoid either an FTC warning letter or fines and penalties.

If you or your business needs assistance with brand protection or other corporate matters, contact Bobby Robinson today.