

VLP Partner Char Pagar Authors Law360 Article “What 2016 Taught Us about Marketing and Advertising Law”

VLP Partner Char Pagar wrote the *Law360* article “What 2016 Taught Us about Marketing and Advertising Law.” The article gave a brief summary of important marketing and advertising litigation and regulation which impacted a wide variety of industries in 2016.

Included in the summary were the debate over “natural” and “healthy” food claims, high-dollar settlements involving high-profile brands and the FTC, endorsement disclosures in social media campaigns, and legal battles for retailers regarding pricing and savings claims.

Ms. Pagar also wrote about important issues and developments in advertising and marketing to watch in 2017.

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