

## Webinar: Advertising on the Cutting Edge: Social Media, Influencers and Native Advertising

04.25.2019

This presentation will discuss the tectonic changes in social media advertising, the growth of FTC enforcement and the impact of the updated FTC Endorsement Guides, and the best practices with regard to the use of influencers and native advertising.

**Presented by:**

**Ted Max**, *Partner*, Sheppard Mullin

**When:**

April 25, 2019

12:00 p.m. - 1:00 p.m. EST

**Where:**

Via GlobalMeet

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### Complimentary Program

**MCLE**

**CA**

This activity has been approved for Minimum 1 Continuing Legal Education credit by the State Bar of California. Sheppard Mullin Richter & Hampton LLP certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing minimum continuing legal education.

**NY**

This program has been approved in accordance with the requirements of the New York State Continuing Legal Education Board for a maximum of 1 credit hours which may be applied toward the Areas of Professional Practice requirement, and is suitable for both transitional and non-transitional attorneys.

Questions? Contact Tamera Jackson via email or at 202.747.3264

## Attorneys

Theodore C. Max