

# Consumer Protection & Advertising Law Suite

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Wolters Kluwer provides authoritative, accurate and timely analysis to support your practice needs. Confidently advise clients with our:

- **Expert analysis and authoritative content** – Comprehensive coverage of state and federal laws and regulations applicable to advertising practices including telemarketing, email and promotions to children. Included in the Consumer Protection and Advertising Law Suite is State Unfair Trade Practices, which covers all deceptive practices laws and regulations including misrepresentations and fraudulent activity.
- **Practice tools** – Smart Charts give practitioners the ability to do preliminary research and compare jurisdictions in easy to read charts that provide detailed summaries and links for further analysis.
- **Current awareness** – Antitrust Law Daily brings you all the latest developments in antitrust, competition, consumer protection, and franchising law.

## Advertising Law Guide

A compilation of practitioner-authored explanations of advertising law and full texts of federal advertising laws and rules, over 500 state laws, and court decisions, along with summaries of industry self-regulatory proceedings brought before the National Advertising Division of the Council of Better Business Bureaus.

## Antitrust Law Daily

Provides same day reporting and analysis of breaking antitrust and consumer protection law news plus the latest rulemaking, enforcement, litigation, and other FTC activity. Wolters Kluwer attorneys and editors distill, analyze, and organize this information to highlight what practitioners need to know on a daily basis. Summaries include links to the full text of cited documents to help attorneys make the transition from news of developments into legal research.

## Do's and Don'ts in Advertising

Do's and Don'ts is a quick-reference guide, published in partnership with the Council of Better Business Bureaus (CBBB). It is organized by topic and reports federal laws and regulations. It focuses on industry self-regulatory codes

issued by the CBBB's National Advertising Division and Children's Advertising Review Unit and summaries of dispute resolution proceedings of the National Advertising Division. The publication features industry-specific information for a dozen areas of business—from drugs and health care products to automobiles and food. It also contains chapters on particular advertising and marketing practices, such as telemarketing, online advertising, and direct marketing.

## State Unfair Trade Practices

This resource provides explanations of deceptive trade practices and consumer protection laws, as well as the full text of those laws and the court decisions interpreting them. State Unfair Trade Practices Law also contains summaries of the laws of all 50 states, New York City, the District of Columbia, and Puerto Rico, outlining the scope of the statute, exemptions and defenses, statute of limitations information, and other relevant details. A list of pending legislation and a checklist of bills that became law keep subscribers up to date on legislative developments at the state level. Includes a smart chart covering standing and types of actions permitted.

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