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## The Regulation of Online Commercial Speech in the Form of Endorsements

*Digital Thought Leadership*, an ExecSense eBook

2012

Travis Crabtree was recently chosen by ExecSense to author an eBook Chapter on “The Regulation of Online Commercial Speech in the Form of Endorsements.” This digital eLearning publication is now available for instant download at [amazon.com](https://amazon.com). This chapter is part of a forthcoming book entitled “Straight from the Top: What Your Marketing Team Needs to Know Regarding the First Amendment.” Mr. Crabtree’s chapter provides practical tips on how to comply with the FTC Online Endorsement Guidelines in light of today’s sophisticating online marketing through Facebook, Twitter, celebrity endorsements, offering discounts for “likes” or “retweets,” affiliate marketing and concludes with a concise take away section with actual policies you can implement today.

ExecSense works with leading executives who provide unique insight into their roles and industries. Their knowledge is passed along to thousands of C-Level ExecSense subscribers weekly.

### **About the Author**

[Travis Crabtree](#) is a Member at Gray Reed & McGraw and handles complex litigation matters involving defamation, open records issues, antitrust, RICO, the False Claims Act, shareholder derivatives, minority shareholder oppression, corporate officer/director fiduciary cases, partnership disputes, trade secrets, the DTPA, employment and class actions in both state and federal court. Travis's internet law practice focuses on media communications, online defamation, privacy, domain name disputes, policy and governmental compliance, software audits, copyrights and trademarks, and related transactional documents for start-ups and technology companies. He explores the emerging legal issues and trends for the internet, marketing, technology, intellectual property and online media on his blog, [eMediaLaw.com](http://eMediaLaw.com).

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