

The FTC's AI Guidance Offers A Path For Ad Compliance

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In an article for *Law360*, Intellectual Property and Advertising partner Michael Justus explained that the Federal Trade Commission (FTC) is watching the advertising impact of artificial intelligence (AI) tools closely. Mike detailed recent FTC statements and guidance, noting the bottom line when it comes to using AI tools: "Do not overstate, understate or discriminate." Mike also provided initial steps for an advertising compliance program to address AI tools.

["The FTC's AI Guidance Offers A Path For Ad Compliance,"](#) **Law360*, May 15, 2023

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Also see: "[With AI, you can innovate—but don't overstate, understate, or discriminate.](#)" Katten.com, May 5, 2023