

ILCO

⁵⁵ *But see* ...
⁵⁶ ...
⁵⁷ See, e.g., ...
⁵⁸ See ...

15 C.F.R. 7702(2)(C).
67
not
primary

316.3() (2)(,)

complete

(1) C

Any

not

not

not

necessarily

nature

7702(17)(), (,)

(e.g.,

not

pertains to

15 C. 7702(17)

50106

78

69

79 See

80 See, e.g.

81 See, e.g.

82

of the body

See

83 C

85 See, e.g.,

86

87 See 15 C. 7702(2); 7702(17).

88

See

84

89

90

91

not

See

89 See, e.g.,

90 15 C. 7702(17)(l).

7702(17)(l).

92

93

94

95

96

97

98

99

goods

or services

bona fide

15 C. 7702(17)(l)

7702(17)(l).

316.3(3)

(1)

(2)

(2) C.

92

93

94

92 See, e.g.,

See, e.g.,

(e.g.,

any

93 See 69 50098.

94 See CC;

95

96

97

98

99

message,

(3) C.

both

95 C.

96 See, e.g.,

97 See

98 See 69 50098.

99 See C; C;

(1) and (2)

100

101

and

102

103

(1)

(2)

104

105

106

107

105

106

107

carte blanche

108

100 either

101 See, e.g., C

102 only

103 See

104

105 See C; C; C

106 See 69

50101

107 See 69 50096

316.3(j)(3) G.C.

body

108

(1) subject line

109
**
7702(17)()()

110
316.3(j)(3) G.C.
111 See, e.g.
112
113 See, e.g.
114

115
116
117 See
69 50095.
118
119 69 50098.
120 See
121 69 50096 97. But see

138

¹³² *Cliffdale Assocs.* (1998), 103
F.T.R. 181; *FTC v. American
Home Products*, 695 F.2d 681, 688 (3d Cir. 1982).

¹³³ *Cliffdale Assocs.* (1998), 103
[http://
www.ftc.gov/bcp/online/pubs/buspubs/dotcom/](http://www.ftc.gov/bcp/online/pubs/buspubs/dotcom/)

¹³⁴ *Cliffdale Assocs.* (1998), 103

¹³⁵ C.
¹³⁶ C.
¹³⁷ C.



¹⁵¹ *Bd. of Trs. of State Univ. of N.Y.*

¹⁴⁸ See 15 U.S.C. 7704(1).
¹⁴⁹ See *Central Hudson*, 447 U.S. 566.
¹⁵⁰ *Central Hudson*, 447 U.S. 566.

¹⁷² See 5 C.F.R. 1320.3(f).

¹⁷³ 5 C.F.R. 601, 612.

