

The Federal Trade Commission's (FTC) Western Region invites you to its event, ***Start-up Right: FTC's Basics for Small Business*** where you can apply this guidance to your business. All topics will include:

- Advertising principles and business guidance
- Endorsements and social media issues
- How to avoid scams that target small businesses
- Meeting your obligations to protect data and customer privacy

***Start-up Right: FTC's Basics for Small Business*** will take place in the conference room of the USPTO office in San Jose, CA. This workshop is free and open to the public.

Date