

California Lawyers Association Publishes Simpson Thacher Antitrust Article

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Litigation Partner Buzz Frahn and Litigation Associates Wyatt Honse and Raul Duran co-wrote an article published on the California Lawyers Association's website. The article, titled "Search and You Will Find: FTC Strikes Down Settlement Agreements Prohibiting Use of Trademark Terms in Paid Online Search Algorithms," discusses the Federal Trade Commission's affirmation of an Administrative Law Judge's ruling related to search engine advertising algorithms. The FTC affirmed the ruling that agreements between online retailers barring them from using each other's trademarks as keywords in paid search engine advertising algorithms violated Section 5 of the Federal Trade Commission Act.

To read the article, please [click here](#).

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