



Advertising & Marketing Law (Law 712)
Professor Eric Goldman
Spring 2013

Midterm Exercise

Please analyze the attached ad and:

- 1) List the claims you think the ad makes.
- 2) Classify those claims as puffery/opinion or fact and, in a sentence or two, explain why.
- 3) For the claims you think are facts, write one or two sentences giving an example or two of evidence you think would adequately substantiate the claim. If you think the claim should be revised, explain why and how you might suggest to revise it.

Please keep your answer within 1,000 words. Indicate your name and word count on your answer.

Deliver your answer to me and your critiquor no later than 1:10 pm, March 11, 2013. Email the answer to me before then, or bring me a hard copy at the beginning of the March 11 class session. Note: I will be traveling and completely offline during Spring break, so I can't confirm receipt of your answer until March 11. Please work out delivery arrangements with your critiquor.

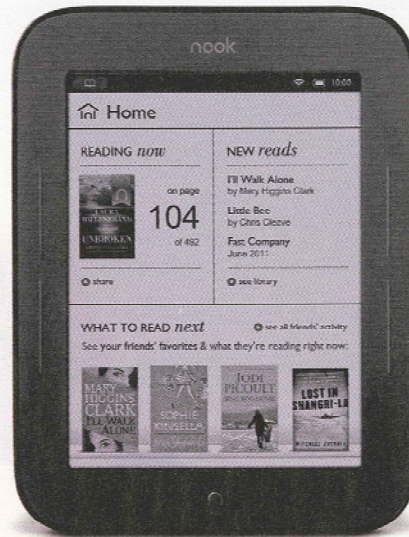
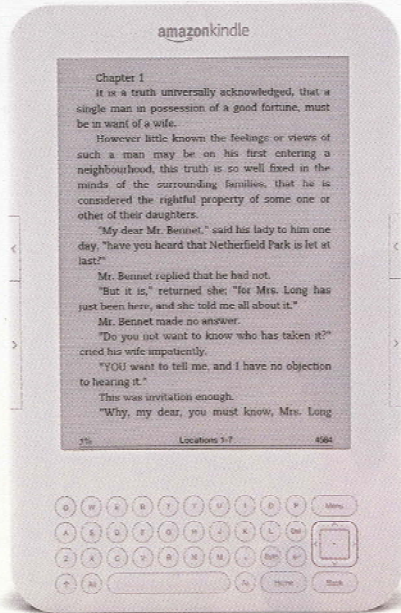
Next, write a critique of your peer's answer, no more than 500 words (shorter is OK). What did you like about the answer? Do you disagree with any part of the answer? Do you think the answer missed anything important? Be courteous, but don't be timid. Include your name and identify the peer you are critiquing. Deliver your answer to me and your critiquor no later than 1:10 pm, March 18, 2013. Email the answer to me before then, or bring me a hard copy at the beginning of the March 18 class session. Please work out delivery arrangements with your peer whose answer you're critiquing.

I plan to grade both your answer and your critique using a 0-3 scale. 3 = above expectations, 2 = meets expectations, 1 = below expectations, 0 = unacceptable work or a process violation. Process violations include collaboration with others/plagiarism, late submissions and critiques that aren't intended to provide constructive feedback (critical remarks are fine, but nothing mean-spirited please). I anticipate most of you will get a 2.

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Dugoni	English
English	Galindo
Galindo	Gribble
Gribble	Hollingsworth
Hollingsworth	Huang
Huang	Jelacich
Jelacich	Joshi
Joshi	Karkhanis
Karkhanis	Krenek
Krenek	Leung
Leung	Levin
Levin	Luce
Luce	Morrish
Morrish	Phan
Phan	Rismiller
Rismiller	Shrader
Shrader	Slutzky
Slutzky	Vigil
Vigil	Wilburn
Wilburn	Wu
Wu	Zheng
Zheng	Azim