



## PODCAST: Sweepstakes and Contests

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What's the difference between a sweepstakes and a contest? What do you need to include in your official rules? Anything to be mindful of when using social media for your sweepstakes or contest?

Tune in to the latest episode of *Trending Now - An IP Podcast* with Amber Duncan and Rob Van Arnam to learn more about ways to structure your sweepstakes or contest to avoid common mistakes that could land your company in hot water.

### Related People

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