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# OPINION

## How to Legally Prepare Your Business for Holidays

By TAALIB SABER

As the holiday season approaches, the nation prepares for one of the busiest sales periods of the year. Promotions, special deals, and heightened online activity make this an ideal time to attract new customers.

However, customer attraction also brings unique legal challenges. Whether you're launching seasonal marketing campaigns or handling increased sales, you must ensure local, state, and federal compliance to safeguard your brand. Here are some key legal tips that you should consider as you navigate this terrain.

**Define Clear Terms and Conditions for Promotions:** Promotional deals, discounts, and limited-time offers are incredibly powerful tools that boost engagement and attract new clients. But without clear terms and conditions, they can also lead to misunderstandings and even legal disputes. To avoid any issues, be explicit about eligibility criteria, timeframes, redemption limitations, and any exclusions.

By clearly defining these terms upfront, you not only protect your business from potential disputes but also build credibility with your customers, who appreciate transparency. Any agreement you draft should have well-crafted and explicit terms and conditions to avoid ambiguity regarding your promotion.

**Protect Your Brand with Trademark and Copyright Compliance:** The holiday season inspires creativity. However, businesses must avoid infringing on copyrighted or trademarked materials belong-



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ing to other brands. Using copyrighted holiday graphics, music, or phrases without permission can lead to stalled sales and eventually, to costly lawsuits.

Additionally, ensure that your original content is protected, too, by registering

your trademark, if applicable. Originality not only prevents legal troubles but also strengthens your brand's reputation in the market.

**Prioritize Data Protection and Compliance:** In today's digital age, gathering customer data is as gold but it is extremely sensitive information and comes with responsibility. Data breaches are costly and can damage your reputation beyond repair, especially if customer data is mishandled.

To comply with data protection laws, only collect essential information, securely store it, and have clear privacy policies outlining how data is used. Failing to protect customer data can lead to hefty fines and loss of customer trust, so taking steps to enhance your data protection practices is crucial.

**Manage Increased Demand with Secure Supplier Agreements:** The holiday season can put a strain on your supply chain, and managing inventory is key to keeping customers satisfied and protecting your business. Review and update your supplier contracts well before the holiday rush to clarify terms around inventory, delivery timelines, and contingencies for potential delays. If demand exceeds your expectations, having a well-refined agreement ensures you have the support needed to fulfill orders. Additionally, understanding the penalties or provisions in case of supplier defaults can save your business from unexpected costs and help you plan better.

Adhere to Advertising Laws: While it may be tempting to use bold claims to stand out, remember that advertising is subject to strict regulations. The Federal Trade Commission (FTC) requires that businesses avoid false or misleading advertising. This means any claims you make in your holiday campaigns, from product benefits to limited-time offers, must be truthful and verifiable.

Failure to comply can result in fines, legal action, and/or a damaged reputation. Transparent advertising not only keeps your business compliant but also helps to foster customer loyalty.

**Legal Readiness Strengthens Customer Trust and Brand Integrity:** Preparing your business legally for holiday promotions isn't just about avoiding fines, penalties, or sanctions—it's about building a foundation of trust with your customers. When your promotions are legally sound, customers can shop confidently, knowing that your brand prioritizes transparency, safety, and reliability. In the competitive holiday market, these qualities can set your business apart.

By setting clear terms and conditions, safeguarding intellectual property, protecting consumer data, securing supplier relationships, and adhering to advertising laws, you're taking concrete steps to ensure that your holiday promotions run smoothly. Legal compliance may not seem as festive as holiday decorations, but it's the cornerstone of a successful, resilient, and trustworthy business strategy.

## Economy and Jobs Made Men Under Age 45 More Open to Trump

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issues, inflation, wages and even support of immigration reform."

While about 4 in 10 young voters under 45 across racial and ethnic groups identified the economy as the top issue facing the country, older white and Latino voters were likely to also cite immigration, with about one-quarter of each saying that was the top issue.

A clear majority of young Black voters described the economy as "not so good" or "poor," compared with about half of older Black voters. Majorities of Latino voters, regardless of age, said the economy is in bad shape. That belief made it more difficult for Harris to highlight the actual numbers in the economy, which show that inflation has receded dramatically, unemployment remains low and wages have risen. These voters simply did not feel that progress.

This is the first time Alexis Uscanga, a 20-year-old college student from Brownville, Texas, voted in a presidential election. The economy and immigration are the issues that drove him to vote for Trump, he said. "Everything just got a lot more expensive than it once was for me," Uscanga said. "Gas, grocery shopping even as a college student, everything has gone up in price and that is a big concern for me and other issues like immigration." Having grown up selling tamales and used cars, and washing cars, Uscanga knows how hard it can be to make a living. When Trump was president, he said, it did not feel that way, he said.

"Under the Trump presidency more opportunities were abound," Uscanga said. "I was not very fond of President Trump because of his rhetoric in 2016 but I look aside from that and how we were living in 2018, 2019, I just felt that we lived a good life no matter what the media was saying and that's why I started supporting him

after that." Though the shift of votes to Trump from Black and Latino men was impactful, Trump could not have won without the support of a majority of white voters.

"Men of color are really beginning to emerge as the new swing voters," said Terrence Woodbury, co-founder of HIT Strategies, a polling and research firm that conducted studies for the Harris campaign. "For a long time, we talked about suburban women and soccer moms who can swing the outcome of elections. Now men of color are really beginning to emerge as that, especially younger men of color, who are less ideological, less tied to a single party, and more likely to swing either between parties or in and out of the electorate," Woodbury said.

A majority of voters nationally said Trump was a strong leader; slightly fewer than half said the same about Harris. Among Hispanic voters, even more saw Trump as strong in this election. Roughly 6 in 10 Hispanic men described Trump as

a strong leader, compared with 43% who said that in 2020. About half of Hispanic women said Trump was a strong leader, up from 37%.

Black men and women were about twice as likely as in 2020 to describe Trump as a strong leader. David Means, a purchasing manager in Atlanta who is Black, abstained from voting in the election because he did not feel either Harris or Trump was making the right appeals to Black men. But the results of the election did not disappoint him.

"I'm satisfied with the result. I don't feel slighted. I wasn't let down. I wasn't pulling for Trump or Kamala, but I did not want a woman in that position," he said. And if it were to be a woman, Means said, "I'd rather have a really strong and smart woman, for example, like Judge Judy." Figueroa reported from Austin, Texas. Associated Press writers Deepti Hajela in New York, Sharon Johnson in Atlanta and Darren Sands contributed to this report.