



## Advertising, Litigation and Disputes

In today's rapidly evolving consumer landscape, brand content and advertising are being woven into consumers' lives in new and imaginative ways. At the same time, nearly all industries are facing a growing volume of false advertising claims.

### The DLA Piper difference

We are here to partner with our clients, helping them to investigate, protect and defend advertising claims and fend off or assert claims against competitors, while providing key guidance on matters of claim development, assessment and substantiation. Our aim is to mitigate risk and even avoid disputes altogether. Should disputes arise, our team of skilled and effective advocates is ready to act. Our trial lawyers regularly litigate false advertising disputes, and we have in-depth experience with competitor lawsuits (state and federal Lanham Act), as well as regulatory and administrative challenges (FTC, FCC, state regulatory bodies, NAD, BBB) and other advertising claims, some of which may ripen into class actions.

We are thoughtful and innovative, considering obstacles and opportunities holistically, and we've developed key relationships with the top consumer perception experts and technical advisors in the United States. Let us put our experience to work for you.

### EXPERIENCE

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Our experience includes an impressive track record of victories handling false advertising and related disputes wherever you choose to do business. Among our recent significant victories:

- Obtaining dismissal of false advertising claims for several companies in the food sector
- Securing trial and summary judgment victories for large medical device companies
- Fending off a class action false advertising complaint filed against one of the world's largest luxury retailers
- Settling FTC claims for a consumer product company
- Bringing advertising claims on behalf of a technology company related to virtual desktop platforms

We regularly resolve advertising disputes for our clients outside of the court setting in a cost-efficient and business-centric manner.

### RELATED SERVICES

- Litigation, Arbitration and Investigations