

PRACTICE CONTACT

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FALSE ADVERTISING

False advertising claims are governed by a number of laws, including the Lanham Act (the federal trademark statute), as well as federal regulations and unfair competition, consumer protection, and copyright laws. Our attorneys have broad-based experience in the welter of statutes and other authorities that may affect false advertising claims. We often are asked to evaluate our clients' proposed advertising materials for compliance with the law, to evaluate comparative advertising, and to assess the adequacy of the substantiation for comparative ads. We regularly work with our clients' advertising agencies to ensure that brands are used, and promotional materials are created, in a manner that strengthens trademark value.