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## False Advertising

Pryor Cashman's attorneys have handled false advertising matters representing major national advertisers in a variety of industries, including consumer products and electronics, construction supplies, and cellular telephone and service providers. We have represented clients in class action and other litigation in federal and state courts as well as advertising challenges before industry self-regulatory bodies such as the National Advertising Division of the Council of Better Business Bureaus (NAD) and the National Advertising Review Counsel (NARC). Our attorneys also provide pre-litigation advice and counseling aimed at resolving disputes before they escalate.

Our false advertising attorneys pride themselves on their ability to understand and interpret the adequacy of advertising claim substantiation (including scientific testing methodology and statistical analyses) and their experience with damage analyses and consumer surveys designed to measure consumer reaction to advertisements and likelihood of confusion.

The false advertising matters our attorneys have successfully handled include:

- A federal action filed on behalf of a consumer products manufacturer involving a rival's claim that its all-purpose household cleaner was more effective than the client's cleaner
- An NAD challenge brought against a client with respect to its claims in advertisements for steel wool soap pads
- A federal action filed on behalf of a consumer products manufacturer involving a rival's claim that its mosquito repellent was more effective than the client's repellent
- Aiding a client in resolving a dispute over a competitor's use of a "look-alike" of the client's celebrity spokesperson in television and print advertising
- A NARC challenge brought against a client with respect to its claims in internet advertisements about its diet cookies
- A federal action alleging that the defendant had used graphics of the plaintiff's construction materials in its advertising and promotional material