

**Attorneys****Partner**

- William L. Charron

## **Partner William Charron Appears on CNBC to Provide Expert Commentary on Equal v. Splenda Case**

Pryor Cashman litigation partner William Charron appeared on CNBC's *Power Lunch* on April 25, 2007 with host Carl Quintanilla to discuss the false advertising lawsuit by artificial sweetener maker Equal against Splenda pending in a Philadelphia federal court.

Charron argued on behalf of Equal that Splenda's advertising campaign: "Made from sugar, so it tastes like sugar," is both literally false as a scientific matter and also impliedly false as a linguistic matter. Arguing for Splenda was Barry Werbin.