

Advertising Challenges

- Representation of a battery manufacturer in challenging a competitor's television and point-of-purchase advertising before the NAD.
- Representation of a vacuum cleaner manufacturer in defending a competitor's advertising challenge before the NAD and the three primary television networks (ABC, CBS, and NBC) brought by a competitor. We are currently representing our client in a counter-challenge.
- Representation of a herbicide manufacturer in challenging a competitor's advertising before the NAD. Our challenge was based on the falsity of the competitive advertisement's product superiority demonstration and the irrelevancy of its grower endorsements.
- Representation of an electronics manufacturer before the NAD in connection with its challenge of the truthfulness of a competitor's cellular telephone advertising claims.
- Representation of a mattress manufacturer in challenging a competitor's advertising involving a bowling ball demonstration which could not be replicated on its finished mattresses.
- Representation of a battery manufacturer in a challenge against a competitor's claims that its fuel gauge accurately states the power remaining in the battery.
- Representation of a home appliance manufacturer before the NARB in a challenge brought by a competitor for alleged false claims regarding our client's dishwasher cleansing properties and quiet claims.

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