

## Winston & Strawn Successfully Represents LG Electronics USA

OCTOBER 20, 2010

Winston & Strawn partners [Larry Desideri](#) and [Ron Rothstein](#), both based in the Chicago office, successfully represented LG Electronics USA in a case filed against Whirlpool Corporation. A federal court jury found that Whirlpool violated the Illinois Uniform Deceptive Trade Practices Act, which prohibits false advertising, by marketing “Steam Dryer” models that use a cold water spray instead of a steam generator. Unlike LG dryers, which heat water to boiling point prior to injecting steam into the dryer drum, Whirlpool’s unit injects a cold mist of water into a warm dryer drum. In light of the jury’s verdict, the court will now consider LG’s motion seeking an injunction prohibiting Whirlpool from continuing to market its misting dryers as “Steam Dryers” under the Illinois Uniform Deceptive Trade Practices Act.

1 Min Read

### Related Locations

Chicago

### Related Capabilities

Advertising Litigation

Litigation/Trials

Commercial Litigation & Disputes

### Related Professionals

---



Ronald Y. Rothstein



Lawrence R. Desideri