Advertising: Litigation – Chambers USA 2010

June 2010

Nationwide

Advertising: Litigation

Band 1

The Firm: New York-headquartered Proskauer Rose is a leader for advertising, media, copyright and IP litigation. Particularly renowned in the false advertising arena, its impressive client list includes T-Mobile USA, PepsiCo and Diageo. Recent highlights include achieving victory on behalf of SC Johnson before the NAD in proceedings concerning advertising campaigns for Glade Fabric & Air deodorizer and Pledge Fabric Sweeper. The group has also been representing Dyson in a false advertising suit against its competitor Euro-Pro in the District of Massachusetts.

Sources Say: "*A group that has distinguished itself as a leader for false advertising work.*"

Key Individuals: Brendan O'Rourke co-chairs the false advertising and trademark practice group. He is praised for "*serving his clients aggressively and effectively.*" Fellow co-chair Lawrence Weinstein is a litigation specialist who is "*supremely effective in front of judges*" and "*understands the advertising litigation process and the law extremely well.*"

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