Proskauer

Advertising Litigation – Chambers USA 2012

June 2012

National **Advertising Litigation**

Band 1

The Firm: Proskauer Rose maintains an eminent reputation for advertising litigation, and its renown is underscored by the number of leading advertisers on its client list, which includes Dyson, T-Mobile USA, PepsiCo and Diageo. Recent highlights include defending Church & Dwight in two ongoing false advertising cases against SPD Swiss Precision Diagnostics.

Sources Say: "A clear leader in false advertising cases."

Key Individuals: Brendan O'Rourke and Lawrence Weinstein cochair the false advertising and trademark group. O'Rourke's proficiency with false advertising and Lanham Act counseling garners him acclaim from clients. Weinstein is currently defending Church & Dwight in a false advertising lawsuit in which a key competitor is seeking to prevent the advertising of pregnancy test kits in a manner which has been expressly cleared by the FDA.

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