Proskauer

Advertising Litigation – Chambers USA 2013

May 2013

National

Advertising Litigation

Band 1

The Firm: This group is lauded for its broad-based advertising practice. False advertising litigation remains an irrefutable area of strength, and the firm has also seen a notable increase in class action lawsuits and work before the NAD. Significant highlights include defending Church & Wright against a consumer class action false advertising case involving its Arm & Hammer deodorant product label statements. The team is also acting for Dyson on a Lanham Act false advertising case brought by competitor Bissell. Other major clients include Colgate-Palmolive, T-Mobile USA and Diageo.

Sources Say: "Excellent! Fabulous work - they will do everything they need to bring a case or matter to a successful conclusion. They are energetic and able to handle issues well and with broad experience."

Key Individuals: Lawrence Weinstein is a "superb advertising lawyer with a broad range of experience and many years of handling claims." He is widely praised by peers and clients alike, who note: "His strengths include his depth of knowledge and the high respect given to him by peers and members of various self-regulating boards. He is very measured and articulate, and a careful reviewer of the potential impact of actions."

Brendan O'Rourke works with a number of high-profile clients on Lanham Act false advertising claims and challenges brought before the NAD and NARB. He recently defended Colgate-Palmolive in two NAD advertising challenges.