False Advertising and Anti-Trust Defense and Counsel

Apr 19, 2011

Categories:

Experience

Representing a construction materials company in a false advertising and anti-trust challenge brought by a competitor. Both defending challenge and prosecuting counter-challenge of false advertising related to important technical and engineering components of competing products. While litigation is ongoing in federal court, Frost Brown Todd is counseling our client as to strategy and legality of ongoing advertising and marketing claims about same products.

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