

Business-to-Business Promotion: Lanham Act False Advertising Issues

American Bar Association Teleseminar

Speaking Engagement

April 15, 2011

Washington, DC

Teleseminar

On April 15, 2011 partner John E. Villafranco spoke at a teleseminar hosted by the American Bar Association Private Advertising Litigation Committee. The panel session, titled "Business-to-Business Promotion: Lanham Act False Advertising Issues," discussed Lanham Act false advertising cases where the target of the alleged deceptive advertising is not the general public but rather upstream, specialized audiences. The panel provided illustrations of reported decisions in this area, and discussed the unique issues and approaches to litigating these cases.

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