

# CBBB Increase Fee for Filing NAD Challenges

March 9, 2010

Effective March 15, 2010, the Council of Better Business Bureaus will increase the fee it charges for CBBB Corporate Partners to file an NAD challenge from \$2,500 to \$3,500. This is the first increase in the Corporate Partner filing fee since 2005. Non-partners must pay between \$6,000 and \$20,000, depending on the gross annual revenue of the company. A copy of the CBBB's [announcement](#) is available on the NAD website.

Despite this increase, the cost of bringing a challenge before the NAD is still significantly less than the cost of bringing a lawsuit under § 43(a) of the Lanham Act. Click [here](#) for an [article](#) that provides a detailed analysis of the options available to a company that wants to challenge a competitor's claims.

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