



Electronic Discovery Website Recommends Kelley Drye Advertising Claims Article

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Partner John Villafranco's article, "Making it Stop: A Practical Guide to Challenging Your Competitor's Advertising Claims, which was originally published in the October 2008 issue of *The Metropolitan Corporate Counsel*, has been posted on InfoGovernance.blogspot.com. The article discusses the three principal ways a company can challenge a competitor's advertising claim and provides practical guidance to evaluate which option or options are best suited to serve a company's needs and increase the likelihood of a successful challenge.