Law360 Mentions Kelley Drye Attorneys as Counsel to Riddell in Their Class Action Victory

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In the article, "False Marketing Claims Over Helmet Concussion Risk Tossed," *Law360* mentioned partners Joseph A. Boyle, Michael C. Lynch, and John E. Villafranco as counsel to Riddell in a false advertising class action. The article discusses the victory Kelley Drye achieved for Riddell in which U.S. District Judge Jerome B. Simandle dismissed claims in a proposed class action accusing the sporting goods manufacturer of fraudulently representing their football helmets as capable of reducing the likelihood of concussions. The judge rejected the plaintiff's complaint saying, "is it the helmets' inability to prevent concussions at all?" Judge Simandle added, "failing to articular a consistent basis for their assertions of false advertising, plaintiffs have rendered implausible what may be viable claims."

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