

Taking the Most Effective Initial Action and Securing Preliminary Relief in a False Advertising Case

American Conference Institute

Speaking Engagement

June 16, 2010

Washington, DC

New York, NY

On June 16, 2010, partner John E. Villafranco co-presented a session at the American Conference Institute's Forum on Litigating & Resolving Advertising Disputes in New York, NY. The special focus session, titled "Taking the Most Effective Initial Action and Securing Preliminary Relief in a False Advertising Case," provided expert guidance on how to use the most effective early litigation strategies. Topics of discussion included employing aggressive early motion strategies to move the case forward rapidly, making your strongest argument for a preliminary injunction, and expediting a NAD proceeding.

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