



The American Bar Association

Private Advertising Litigation Committee

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

April 15, 2011

12:30 pm eastern, 9:30 am pacific, 11:30 am central
Teleseminar

This program will discuss Lanham Act false advertising cases where the target of the alleged deceptive advertising is not the general public but rather upstream, specialized audiences. Examples include:

- B2B advertising,
- presentations to retailers and distributors,
- pharmaceutical promotion to pharmacies and doctors,
- government contracting bids.

The promotional statements at issue typically are made not through “traditional” advertising but instead through emails, powerpoint presentations, and verbal statements -- statements that are nevertheless actionable under the Lanham Act. The Panel will provide illustrations of reported decisions in this area, and discuss the unique issues and approaches to litigating these cases.

Moderator: Ellie Boragine, Frankfurt Kurnit

Speakers: Chris Cole, Manatt
Randy Miller, Arnold & Porter LLP
John Villafranco, Kelley Drye



If you wish to dial in. You will receive the dial in number with your confirmation.

Recordings of this program will be posted on the Section website, and downloadable in an MP3 format. Please visit http://www.americanbar.org/groups/antitrust_law.html after the program to listen/download the audio.

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