

Working with Experts to Litigate Liability and Damages in False Advertising Cases

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What happens when an intellectual property lawyer, a survey expert, and damages expert get together to discuss the Lanham Act, puffery versus false advertising, survey evidence, and monetary remedies? You can find out.

In this free, live, one-hour CLE webinar, held on Wednesday, 20 May, at 12:00–1:00 pm EDT, NERA Director Kristopher Boushie, Associate Director Dr. Melissa Pittaoulis, and McCarter & English Partner Matthew Wright, will:

- Review the relevant legal requirements to prove a claim of false advertising under the Lanham Act;
- Explain how surveys can be used to prove likely confusion of customers; and
- Examine what monetary remedies are available to those harmed by false or deceptive advertising claims under the Lanham Act.