

### *Advertising Counseling and Litigation*

AVH counsels clients in a number of industries on advertising and marketing issues. We represent companies in litigation involving the federal Lanham Act and unfair or deceptive practices (in state and federal courts), before the Federal Trade Commission and before alternative dispute resolution bodies, such as the National Advertising Division of the Council of Better Business Bureaus and the television networks. AVH regularly provides litigation and counseling services in matters involving marketing practices that are impacted by the firm's other practice areas, such as antitrust and FDA law. For example, the firm has defended numerous cases involving Lanham Act and other claims involving the marketing of pharmaceutical products, in which the FDA approval requirements have played a critical role in the outcome.

We also advise on compliance with and defend **class action and other lawsuits** involving direct marketing and telemarketing requirements, including the Telephone Consumer Protection Act, the Telemarketing Sales Rule and CAN-SPAM.