

## False Advertising and Unfair Competition

If consumers, competitors, or regulators say your advertising is misleading, we uncover and present the facts to defeat their claims. Likewise, when your competitors mislead consumers about their products, you can count on us to bring them in line.

We review your packaging, labeling, advertising, and product launches before you go live, to evaluate potential risks. And we defend you if your competitors decide to put up a challenge. If necessary, we can help you devise workarounds so you can continue to promote your products.

At the same time, we keep a close eye on your competitors, looking for scope to counter their statements that might harm your products. We review the accuracy of your competitors' advertising and marketing campaigns. And we coordinate sweeping action wherever in the world you need.

We even preempt competitors' claims against you and have defense strategies on standby. We work across all sectors, including life sciences (pharma products and medical devices), food and beverage, consumer goods, cosmetics, and financial services. We combine regulatory and industry know-how with case law, and we keep on top of judgments to stay one step ahead. Working with experts to understand complicated studies, we translate these for factfinders to convince them of the merits of your case.

We have the experience to predict how the other side might react.

## Contacts

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## Practices

Marketing and Advertising

IP Litigation, Arbitration, and  
Alternative Dispute  
Resolution

Intellectual Property

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## Representative experience

Our team works for several of the biggest life sciences companies in the world, and regularly wins against their competitors in court.

We are one of the most renowned law firms in pharmaceutical advertising, and have a worldwide team of litigation and regulation practitioners.

We have defended the makers of a wide variety of food products against putative class actions alleging false advertising, unfair competition, and other state law claims.

We successfully represented a life sciences company in a Lanham Act jury trial in which we challenged false claims concerning a competitor's drug testing service.

## Latest thinking and events

### Webinar

Influencer Snapshot webinar series: Influencers around the world

### Press Releases

Hogan Lovells successfully represents Air Canada against Flightright in unfair competition proceedings

### Hogan Lovells Publications

Influencer Snapshot: Getting a handle on social media influencers

### News

U.S. – Attorney's Fee Awards in Lanham Act Cases: An "Exceptional" Outcome

*LimeGreen IP News*

### Hogan Lovells Publications

Connecting Europe - False advertising in life sciences

### Analysis

Opportunities and Challenges in Product Labeling and Packaging in Europe: Total Brand Care