



Insights: Publications

False Advertising Challenges

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Written by

In this article, [Barry Benjamin](#) explains the options available to a company to address a competitor's false advertising claim. It discusses:

- Preliminary steps the company should take before engaging with the competitor.
- Measures to resolve the situation short of challenging the advertising in a self-regulatory forum or court of law.
- Forum options for taking formal action against a competitor should other measures fail.