



## **InsideCounsel: Cameron Garrison on Being Cautious Tacking a False Advertising Count on to a Standard Trademark Infringement Complaint**

January 17, 2013

On Jan. 2, Apple found itself on the wrong side of a ruling by a federal court in Oakland, Calif., that should serve as a cautionary tale to Lanham Act plaintiffs contemplating exactly what counts to include in a forthcoming complaint. The ruling confirmed that what might previously have been a knee-jerk decision to tack a false advertising count on to a standard trademark infringement complaint should be approached with caution, and the count added only if truly warranted under the circumstances. Read more ...