

Publication

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Kate Dennis Nye and Lee Barrington Stark Article on Comparative Advertising Published in Intellectual Property Magazine

Intellectual Property attorneys Kate Dennis Nye and Lee Barrington Stark recently authored the article "Risky Business: A Focus on Comparative Advertising," published in the March 2021 edition of *Intellectual Property Magazine*. In the article, Kate and Lee discuss how comparative advertising can be risky, and how the varied risk landscape makes it more critical than ever that advertisers are mindful of the potential pitfalls before beginning a comparative campaign.

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