



## Unfair Competition & False Advertising

Burr & Forman attorneys are experienced in handling claims under the Lanham Act and under various state deceptive trade practices statutes. A successful advertising campaign can cause a company's sales to double overnight, but it can also prompt a competitor to sue.

Whether a business has been harmed by a competitor's false advertising or has been accused of false advertising itself, our attorneys are equipped to represent clients in these types of matters.

In addition, Burr & Forman's non-compete and trade secrets service group is comprised of litigation and transactional attorneys throughout the firm's Southeastern footprint. The group represents and counsels businesses in connection with all types of unfair competition issues, including those involving non-compete, non-solicitation, and non-disclosure agreements, and employee raiding, trade secrets, and employee loyalty.

### News

- 58 Burr Attorneys Named to 2023 Mid-South Super Lawyers and Rising Stars List  
Firm News, 11.28.2023
- 9 Burr & Forman Partners Have Been Recognized by *Benchmark Litigation*  
Firm News, 10.06.2023
- Burr's Forrest Latta Reappointed to the Alabama Supreme Court's Standing Committee for the Alabama Rules of Evidence  
Firm News, 09.29.2023

### PROFESSIONALS

William "Chip" Collins, Jr.  
Forrest S. Latta

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