

# Successfully Negotiated Settlements with Eight Plaintiffs Alleging False Advertising and Endorsement Under the Lanham Act

After attaining dismissal of claims under Illinois' Right to Privacy Act, Amundsen Davis successfully negotiated settlements with eight, geographically diverse plaintiffs alleging false advertising and endorsement under the Lanham Act against a local Chicago business. The final settlement figure was one-third of the original demand.

## PROFESSIONALS

Danessa P. Watkins  
Partner

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