

Trademark, False Advertising and Franchisor Litigation

Eimer Stahl has experience in a variety of trademark, false advertising and franchise law cases involving the Lanham Act, the Petroleum Marketing Practices Act and other state laws.

Representative cases include:

- Defending an oil refiner, a former co-owner of The Uno-Ven Company, in a series of lawsuits brought by Uno-Ven's franchised distributors and dealers, including a purported class action seeking in excess of \$200 million in damages allegedly caused by the refiner's decision to stop marketing gasoline under the "Union 76" brand (*Draeger v. Uno-Ven*).
- Representing an oil refiner in a number of trademark infringement actions against resellers of lubricants, gasoline and/or other petroleum products for passing off products from other sources under the refiner's brand and trademarks.
- Representing a major Medicare Part D insurance provider in an arbitration proceeding filed against a nationwide pharmacy chain for providing false and misleading information to consumers about the costs and benefits of the insurer's prescription drug plans in violation of the Lanham Act and various other state laws.

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