FDA Regulation, Competitor Actions, and Private Litigation

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Leslie T. Krasny, Partner Keller and Heckman LLP San Francisco, CA krasny@khlaw.com



Potential Challenges: Labeling/Advertising

- FDA
- FTC
- USDA
- State Food Safety Agencies
- Attorneys General
- District Attorneys
- Weights and Measures
- Private Litigants (State Consumer Protection Laws)
- Lanham Act
- Self-Regulatory (NAD and CARU)

