



Christine H. Miller

Of Counsel
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Christine Miller's practice is focused on counseling clients on advertising and trademark matters. Her advertising practice includes helping clients develop substantiation for advertising claims, regulatory clearance of advertising and handling advertising challenges at the FTC, the NAD and the networks. She also has handled several NARB appeals. She has been involved in numerous Lanham Act false advertising litigations and consumer class actions, and has worked extensively with market research experts to develop or critique trademark and advertising surveys used in legal proceedings.

Her clients include leading companies in the pharmaceutical, cosmetic, food, beverage, confectionery, travel, and pet product industries. She has assisted clients with product launches, package development and the creation and defense of major advertising campaigns.

Ms. Miller has been listed in *Chambers USA* as a leading practitioner in the area of Advertising, where she is described as offering clients “a real depth of insight into NAD proceedings.” The guide notes that she is “viewed by the market as ‘an excellent lawyer’” and “recognized for her counsel on complex regulatory and trademark issues in the advertising space.” Ms. Miller is also recommended by *Legal 500* in the area of advertising.

Representative Matters

False Advertising

Prosecution and defense of false advertising cases, NAD and network challenges, and FTC investigations involving a wide range of professional and consumer advertising.

Advertising Clearance

Rendering advice concerning advertising substantiation and network clearance.

Trademark and Trade Dress

Prosecution and defense of trademark and trade dress cases involving a wide variety of pharmaceutical and consumer products and services.

Legal Surveys

Extensive experience commissioning consumer and professional market research for claim support and for use in trademark and false advertising legal proceedings.

Education

- Albany Law School (J.D., 1978)

Patterson Belknap

- Member, Justinian Society
- *Albany Law Review*
- Salutatorian
- Vassar College (B.A., 1973)

Admissions

- U.S. District Court, Southern and Eastern Districts of New York
- New York

Professional Activities

HONORS: Recognized in *Chambers USA* in the area of Advertising: Nationwide

MEMBERSHIPS: Member, American Bar Association Section of Antitrust Law (Consumer Protection Committee; Advertising Disputes & Litigation Committee)

Publications

- Editor, *Self-Regulation of Advertising in the United States: An Assessment of the National Advertising Division*, prepared by the Advertising Disputes & Litigation Committee and The Consumer Protection Committee, American Bar Association Section on Antitrust Law (Apr. 2015)