



For 50 years, the National Advertising Division (NAD) has been at the forefront of monitoring national advertising, enforcing high standards of truth and accuracy, and resolving advertising disputes (typically between competitors) to build consumer trust and support fair and truthful marketing.

In this episode, Jason Howell talks with Vice President of the National Advertising Division of BBB National Programs Laura Brett about using the NAD process to resolve advertising disputes between competitors as an alternative to litigation. Jason and Laura also discuss hot topics and trends in advertising challenges. [Listen to "Advertising Disputes—An Alternative to Litigation - Episode 7" on Spreaker.](#) Note that all episodes are available on [Apple Podcast](#) and [Spotify](#).

Authors



Jason S. Howell

Partner

JHowell@perkinscoie.com [206.359.3134](tel:206.359.3134)

Explore more in

[Consumer Protection](#)

Blog series

Consumer Protection Review

Consumer Protection Review helps businesses that market and sell to consumers navigate federal and state legal issues related to advertising, privacy, promotions, products liability, government investigations, unfair competition, class actions and general consumer protection.

[View the blog](#)