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Thank you for reading the March 2023 issue of Sterne Kessler's MarkIt to Market® newsletter. This month, we discuss a false advertising class action lawsuit against restaurant chain Buffalo Wild Wings.

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> Don't WING It When It Comes to Advertising

Attorneys from Sterne Kessler are attending [INTA's 2023 Annual Meeting](#) from May 16-20 in Singapore. Please email Directors [Monica Riva Talley](#) and [Tracy Durkin](#) if you would like to connect during the event. We would love to hear from you!

Our [Trademark & Brand Protection practice](#) here at Sterne Kessler is devoted to guiding companies of all sizes in developing and maintaining strong brands around the world. There is always something new and exciting happening in our unique IP niche, and we bring you updates each month to help you keep on top of it all. Thanks for your readership. If there is something you would like us to cover, please don't hesitate to reach out to us and let us know!

Kind Regards,

**[Monica Riva Talley](#)**  
Editor

**Don't WING It When It Comes to Advertising**

By: [James "Jamie" P. Hanly](#)

While college basketball fans have been rushing to sports bars to eat wings and watch their teams make a run for the championship, one sports bar has been facing a class action lawsuit over its marketing of its chicken products. An individual in Illinois has sued Buffalo Wild Wings, alleging that the company has misled consumers by selling “boneless wings” that do not contain any meat from the actual wing of the chicken.



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