

# OUR PRACTICE

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## Dietary Supplements

**Baker Donelson is a nationally recognized law firm in the consumer health care space. Baker Donelson lawyers have many years of experience guiding nationally known, branded and private label dietary supplement companies in all aspects of regulatory compliance, advertising, marketing, transactional and litigation matters. We routinely assist clients with the development of FDA compliant labeling, the creation and documentation of "structure/function" claims, cGMP compliance, ingredient reviews and analyses, drafting and implementation of regulatory contracts and with the development of FTC compliant advertising initiatives. Baker Donelson also has significant and industry-leading experience in performing due diligence investigations of dietary supplement and other consumer health care companies in connection with mergers and acquisitions. In recent years, Baker Donelson lawyers have conducted due diligence investigations in connection with dietary supplement acquisitions totaling more than \$500,000,000 in value.**

Baker Donelson also helps police the competitive landscape. Our advocacy lawyers have had significant successes across the country in defending the intellectual property rights of our dietary supplement clients involving infringement of trademark and/or trade dress, unfair competition (under state and federal law), class-actions relating to claim substantiation and other theories. Baker Donelson has represented dietary supplement and consumer health care brands in disputes involving the FDA, FTC, National Advertising Division (NAD), and state and local equivalents.