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## H&R BLOCK SUED BY COMPETITOR FOR FALSE ADVERTISING



**H&R BLOCK**

Another high-profile false advertising lawsuit has emerged and this time, the plaintiff is a high-profile competitor. Jackson Hewitt, the second-largest tax preparation company in the country, has filed suit against international tax preparation company, H&R Block, for "false, misleading and highly disparaging advertising claims" regarding Hewitt's services. According to a Jackson Hewitt's Chief Executive, Philip Sanford, "[Jackson Hewitt is] extremely disappointed with H&R Block and feel they are doing a significant disservice to U.S. taxpayers with their false advertising claims that are designed to undermine trust in Jackson Hewitt. We intend to pursue every avenue available to us to stop their campaign of misinformation." Sanford is referring to H&R Block's "Second Look" ad campaign, in which Block claims to have found errors in two-thirds of all tax returns done by Jackson Hewitt. The official complaint filed by Jackson Hewitt says, "This claim necessarily implies customers who are entitled to refunds have been short-changed due to Jackson Hewitt errors or incompetence." H&R Block isn't backing down from their claims. The company maintains that it will "vigorously defend" their claims.

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