

Spat Between Lawyers Over Mocking Ad Lands in Federal Court

It's Gordon McKernan's "G Guarantee" versus fellow Baton Rouge personal injury lawyer E. Eric Guirard's "E Guarantee" in a lawsuit that involves a mocking "big rig" television ad and claims of trademark infringement, according to the *The Advocate* of Baton Rouge.

As reporter Joe Gyan Jr. tells it: "McKernan, whose popular television commercials show him atop an 18-wheeler with arms folded, isn't laughing about Guirard's latest TV ad that mocks McKernan by depicting a man bearing McKernan's likeness falling off a big rig while filming a commercial spot."

McKernan's federal lawsuit accuses Guirard of trademark infringement and misappropriation of identity. The suit seeks monetary damages.

Read the *Advocate* article.