

NAD Complex Track

PROCESS



• Challenge Opens

- Challenger Files in Complex Track or
- Advertiser may request move from Standard Track to Complex Track



• Scheduling Conference

- Meeting with both parties to set timeline for submissions.



• Submission Deadline

- Advertiser's initial substantive written response is due



• Case Meeting

- Parties schedule an initial ex parte meeting with NAD after the advertiser's first response.



• Submission Deadline

- Challenger's Reply is Due
- Advertiser's Final Response Due



• Final Case Meetings

- Parties meet ex parte with NAD



• Decision

- Advertiser has a right to appeal
- Challenger may request leave to appeal



• Press Release of Decision