**here are four key points to take away:**

* Comparative advertising is generally permissible as long as it’s not misleading, confusing, disparaging, or untruthful.
* Brands can use comparison surveys and publish results, provided they can back up their claims.
* It’s usually acceptable to reference another brand or their trademarks as long as there’s no intent to capitalize on consumer confusion or the brand’s reputation.
* Compatibility assurances can be used in advertising, but it should not create an impression of endorsement or affiliation between the two companies.