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an attempt by tax preparation chain H&R Block to stop Intuit from continuing to air two TV commercials for TurboTax.

Isaac M. O'Bannon • Jan. 31, 2013

Earlier this week, the U.S. District Court for the Western District of Missouri denied an attempt by tax preparation chain H&R Block to stop Intuit from continuing to air two TV commercials for [TurboTax](#).

“We are very pleased with [the] decision and will continue to vigorously defend these truthful ads,” said Dan Maurer, the general manager and senior vice president of Intuit’s Consumer Tax Group.

“These two TurboTax advertisements factually and accurately portray the tax expertise of TurboTax experts, who are all CPAs, IRS Enrolled Agents and tax attorneys. This stands in sharp contrast to the prior tax experience of some of those who major tax stores advertise for and hire.”

The advertisements, which are in heavy rotation across the country now that tax season is underway, promote the do-it-yourself income tax preparation software. They emphasize the credentials of their tax advice staff.

“While experience may vary at tax stores, the truth is, major tax stores actively advertise for and hire tax preparers who have no prior tax experience, added Maurer. “It is unfortunate, but not surprising, that H&R Block doesn’t want taxpayers to know this. As a consumer-focused company, we want to ensure U.S. taxpayers get the facts so they can make an informed choice for their tax preparation needs. More Americans trusted their federal returns to TurboTax last year than to H&R Block stores and all other major tax stores combined.”

“We urge taxpayers to take another look at who is preparing their tax return at the

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