

TRAILBLAZERS

MEDIA & ADVERTISING LAW 2023

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What was the genesis of the idea/path that has made you a trailblazer?

Our firm has the privilege of representing many great clients that are household names. My practice has been dedicated to defending these companies against baseless class actions brought under California's Unfair Competition and False Advertising Laws. Of course, these laws are designed to protect consumers, but unfortunately, there is an entire industry preying upon companies with shakedown lawsuits. We are at the forefront of defending class actions across every industry and practice group arising under these laws, and our clients entrust us with some of their most significant matters.

What sort of change has resulted from the concept?

We have been able to secure dismissals in these cases before expensive and burdensome discovery. The landscape is changing and courts are becoming increasingly wary of baseless class actions that pick on any little statement or omission in a product. In addition, significant Supreme Court victories achieved by my partners Ted Boutros and others have allowed us to defend these cases and secure early wins. We have brought challenges early in the litigation to save our clients millions of dollars in wasted discovery costs that benefit no one—not the courts, not consumers, and certainly not the parties.

What bearing will this have on the future?

Hopefully there will be some reason brought to these lawsuits and the courts and the bar can focus on truly meritorious cases where there is actual consumer harm. Those represent a very small fraction of the cases brought under these laws.