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Labeling litigation and navigating class actions

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Abstract

Labeling Litigation: The flood of consumer fraud class actions: This will include a discussion of existing suits and defenses and the trends and predictions for future actions. It will also include practical advice and tips for manufacturers and distributors of products being targeted as falsely labeled as they are confronted with litigation demands for their science, marketing and promotional information and documents, the depositions of their key personnel and the costs and risks associated with these litigation obligations. The talk would specifically address how to best protect company general counsel and the legal department when their companies are sued concerning labels and marketing that they had involvement with during research and development and/or product launch. Additionally the talk will address how to settle a consumer fraud class action with the amount of cases being filed in this area and the costs associated with litigating these claims, many manufacturers are opting to resolve these disputes via settlement. However, the settlement process is very complicated, as court approval is required, class objectors are prevalent and recent high court decisions are resulting in greater scrutiny and burden on the litigants to protect and reward the class of consumers affected by the litigation.

Biography

Angela Agrusa is consistently recognized by the publishers of Los Angeles Magazine as one of the Top 50 Women Attorneys in California. Her practice includes litigation and trial work in the areas of trademark, false advertising, unfair competition, copyright, as well as other types of business disputes. She joined Liner Grode Stein after spending 16 years at Baker & Hostetler LLP where she last served as Chair of the Litigation Department of that firm's California offices and as Chair of the Firmwide Complex Business Litigation Practice Team.

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