

Life After McGinity: Recent Developments in False Advertising Cases in the Ninth Circuit

Webinar
12.14.2023

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12:00 p.m. - 1:00 p.m. PT
2:00 p.m. - 3:00 p.m. CT
3:00 p.m. - 4:00 p.m. ET

Complimentary Program via Webinar

Webinar details will be sent upon registration.

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For many food and beverage companies doing business in California, the receipt of a demand letter or filing of a class action lawsuit alleging false advertising claims under the state's Consumer Legal Remedies Act (CLRA), Unfair Competition Law (UCL), and/or False Advertising Law (FAL) is an all too familiar occurrence. In federal court, pleadings challenges often present a first line of defense to meritless false advertising claims. The Ninth Circuit's recent decision in *McGinity v. The Procter & Gamble Company* marks a distinct change in the way these challenges may be evaluated by district courts going forward.

Join Sheppard Mullin for a discussion of:

- Recent developments in the Ninth Circuit relating to false advertising class action cases brought under California's consumer protection statutes
- The impact of these recent developments on district court decisions at the pleadings stage
- Related litigation strategies and lessons learned for companies marketing packaged products to consumers in California

Presented by:

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California

This activity has been approved for 1 hour of Minimum Continuing Legal Education general credit by the State Bar of California. Sheppard Mullin Richter & Hampton LLP certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing minimum continuing legal education.

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Texas

This course has been approved for Minimum Continuing Legal Education credit by the State Bar of Texas Committee on MCLE in the amount of 1 credit hour General credit hours.

Illinois

An application for accreditation of this activity will be submitted to the MCLE Board of the Supreme Court of Illinois.

Washington

An application for accreditation of this activity will be submitted to the Washington State Bar Association.

**You must attend the full webinar to receive credit.*

Questions? Please contact Felicia Cammock via email.

Attorneys

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Industries

Food and Beverage