

# Benesch Continues San Francisco Growth



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SAN FRANCISCO, CA—Benesch is building out its Retail & E-Commerce Group with the addition of trial lawyer Meegan Brooks as a Partner, effective February 23. A long-time collaborator with newly added Partner Stephanie Sheridan, Brooks was most recently with Steptoe & Johnson.

A trial lawyer who has dedicated her career to defending and advising retailers, hospitality companies and consumer product manufacturers, Brooks is focused on consumer class actions alleging unfair or deceptive business practices, often involving false advertising, privacy and automatic renewal issues. Much of her work deals with products in FDA-regulated industries, such as cosmetics, food/beverage, and drugs/medical devices. Brooks is also sought out by retailers to defend and advise on matters involving new and rapidly evolving issues—including the use of session replay technology, social media pixels, and data cooperatives — and to defend cases brought by government enforcers.

In addition to consumer class actions, Brooks serves as outside marketing counsel for dozens of retailers, delivering practical, actionable and litigation-minded advice on issues including pricing and promotional advertising, environmental and other ESG claims, “Made in the USA” labels, automatic renewal laws, sponsored endorsements, sweepstakes and contests, and textile disclosures. She is designated as a Certified Information Privacy Professional, United States (CIPP/US) by the International Association of Privacy Professionals (IAPP) and is frequently called on to speak and write about privacy-related trends impacting the retail industry.

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