SPEAKING ENGAGEMENT

Avoiding Certification of False Advertising Classes: Building Defense Strategies Based on the Advertising Funnel | Michael D. Meuti, Michael B. Silverstein, Ruddy S. Abam

Barbri - Webinar

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Speakers: Michael D. Meuti, Michael B. Silverstein, Ruddy S. Abam

This CLE webinar will discuss how class action defense counsel can create and execute a defense strategy that leverages the advertising process itself to defeat class certification of false advertising claims by showing that individual issues predominate and that a proposed class consists of too many potentially uninjured members.