

# San Francisco Business Times Features Benesch Attorneys Article on Pricing Pitfalls

JUNE 17, 2025

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Benesch's Retail & E-Commerce Associate, [Hannah Laubach](#) authored an article in the *San Francisco Business Times* titled “*Hidden Fees, Hidden Danger: Why You Shouldn’t Add a ‘Tariff Fee’ to Offset New Costs.*”

The article warns retailers about the legal risks of tacking on hidden “tariff fees” in light of new state laws targeting deceptive pricing practices, such as California’s Senate Bill 478. They outline compliant alternatives and urge businesses to prioritize transparent pricing as similar regulations expand across the U.S.

More: [Hidden fees, hidden danger: Why you shouldn’t add a “tariff fee” to offset new costs - San Francisco Business Times](#)