

Benesch Continues San Francisco Growth with Addition of Meegan Brooks as Partner

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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.

“We’ve made a serious commitment to building out our service offerings on the West Coast, and not only are Stephanie and Meegan an award-winning team for national retail and e-commerce clients, but this dynamic duo promises powerful leadership in our efforts to both recruit talent and mentor our up-and-coming lawyers in San Francisco,” said Gregg A. Eisenberg, Benesch’s firmwide managing partner.

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.

“Meegan and I have worked together for a long time, and the move to Benesch is really about being able to serve our amazing retail and e-commerce clients’ needs, whether across practice areas, across geographies or in navigating emerging issues and regulations,” said Sheridan, the new Partner in Charge of Benesch’s San Francisco office. “As Meegan can attest, I like to see newer lawyers get exposure to running cases and deals early on, which builds the sort of flexible, entrepreneurial talent that walks Benesch’s halls every day. We are excited to be a part of the firm’s growth in California.”

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.

Early in her career, Brooks served as an extern for the Federal Public Defender for the Western District of Washington, working on some of the office's highest profile cases, including a terrorism case that reached the U.S. Supreme Court. She earned her J.D., *cum laude*

, from University of Michigan Law School.