

MEDIA MENTIONS

Bryna Dahlin, Michael Meuti and Kennedy Dickson Publish Law360 Article on Washington False Email Promotion Class Actions

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Benesch Partners **Bryna Dahlin** and **Michael Meuti**, along with Associate **Kennedy Dickson**, authored a Law360 article examining the growing wave of class action litigation under Washington's Commercial Electronic Mail Act (CEMA), which regulates false or misleading information in commercial email subject lines. The article discusses the implications of the Washington Supreme Court's recent decision in *Brown v. Old Navy*, the significant statutory damages that businesses may face, and key strategies defendants can use to challenge class certification in these cases. The authors highlight procedural and substantive defenses available to retailers and other companies that utilize email marketing as they navigate an evolving and increasingly active area of consumer class action litigation.

More: [Fighting Class Cert. In Wash. False Email Promo Cases - Law360](#)