MEDIA MENTIONS

Michael Silverstein Featured in Columbus Business First on Email Marketing Compliance

NOVEMBER 3, 2026

Featured Practices: Litigation, Appellate Litigation, Consumer Protection & Class Actions

Benesch Senior Managing Associate Michael Silverstein recently authored an article for Columbus Business First examining key considerations for retailers navigating email marketing and anti-spam laws.

In the article, Michael highlights important compliance considerations for businesses using email to reach customers and discusses steps retailers can take to help reduce the risk of litigation. The article offers practical guidance for companies looking to make email marketing an effective part of their customer outreach while staying mindful of evolving legal requirements.

Read the full article in Columbus Business First: 5 Things Retailers Should Know About Email Anti-Spam Law and Litigation