

Bryna Dahlin

Lead, Retail & E-Commerce Practice

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Overview

Bryna puts her clients first. Whether the goal is a win in the courtroom, a sensible resolution, or a creative business solution, she stays focused on results. Clients rely on her for clear, practical advice grounded in the realities of their business.

Bryna has more than 25 years of experience in high-stakes litigation. She works with clients in a range of industries, including consumer products, food and beverage, pharmaceuticals, commodities, entertainment, and cannabis. She has substantial courtroom and appellate advocacy experience and is skilled at assisting clients in need of reputation management. She has handled high-profile false advertising and defamation matters, product liability trademark cases for household name companies, and a wide variety of class actions in federal and state courts throughout the country.

Bryna has collectively handled cases worth tens of billions of dollars, including defeating a $1.15 billion constitutional claim on summary judgment. She recently won dismissal of an $80 million product labeling case brought by a competitor and defeated a putative “no injury” class action regarding alleged false advertising. She also defeated nationwide, single-state and multistate class certifications on behalf of a toy manufacturer and its big box retailers involving a popular children’s toy.

Other representations include false advertising work for a well-known home appliance company; trademark work for a film production company; litigating a defamation case against a popular singer and television personality; and defending the maker of a popular dog treat brought by a competitor involving trade dress allegations. Bryna also has experience defending food and beverage companies in lawsuits involving misleading health and benefit claims. Her experience defending all manners of deceptive advertising and product defect claims includes matters before the Consumer Product Safety Commission, the Federal Trade Commission and the National Advertising Review Board.

Bryna also advises cannabis clients across the country on issues of regulatory compliance, risk avoidance, company formation and structuring, licensing, corporate and transactional matters, advertising and product packaging, brand strategy and intellectual property protection. She also guides hemp clients in navigating a constantly evolving legal landscape. Her work in the cannabis industry is recognized by both the Legal 500 and Chambers.

Representative Matters

- Representing maker of popular dog dental chew in trade dress and breach of contract claims.
- Representing maker of agricultural and biological crop nutrition products in labeling and product liability action.
- Represented largest independent wine and spirits retailer in the U.S. in an $80 million unfair competition and labeling lawsuit brought by a manufacturer and seller of THC beverages. Successfully obtained dismissal of all claims on demurrer, eliminating significant exposure and averting copycat litigation targeting lawful hemp product sales.
- Secured the complete dismissal of a novel “no injury” class action, accusing company of mislabeling products to increase sales.
- Representing a variety of clients in various threatened and filed class actions based on California statutes, including CIPA, CCPA, and PFAS litigation.
- Represented client in defamation action against famous recording artist.
- With Benesch’s restructuring team, representing a REIT in complex insolvency, receivership and real estate litigation matters across several states. Advised on lease enforcement, creditor rights, claims administration and asset sale proceedings to protect the client's interests as landlord and creditor.
- Representing company in litigation against former consultants involving breach of contract and allegations of fraud.

Credentials

EDUCATION

- University of Illinois – Urbana-Champaign, J.D.

BAR & COURT ADMISSIONS

- Illinois
- U.S. Court of Appeals for the Fifth Circuit
- U.S. Court of Appeals for the Seventh Circuit
- U.S. District Court for the Northern District of Illinois

Memberships

- Member, National Cannabis Industry Association
- Member, International Cannabis Bar Association
- Member, Illinois State Bar Association
- Member, Illinois Cannabis Bar Association
- Member, Illinois Women in Cannabis
- Member, B-Sharp Professional Network for Women In-House Attorneys

Awards & Recognition

- Listed, *Crain's Chicago* Notable Women in Law, 2020; 2024
- Ranked, Chambers Band 2 Nationally, Cannabis Law, 2024-2026
- Listed, Leading Lawyers Illinois, 2020-2023
- Named, *Law Bulletin Media's* Top Women in Law, 2023
- Listed, Illinois Super Lawyers, 2017-2020
- Listed, *National Law Journal's* Chicago 40 Under 40, 2013

News & Insights

- Beyond Allulose: What Comes Next in Sugar-Related False Advertising Litigation?
  October 30, 2026 | Client Alerts & Insights
- Bryna Dahlin, Michael Meuti and Kennedy Dickson Recognized Among Law360's Most-Read Expert Analysis
  October 21, 2026 | Media Mentions
- Burned by the Label? What Sunscreen SPF Class Actions Mean for Consumer Product Companies
  October 13, 2026 | Client Alerts & Insights

- Governor Newsom Signs SB 690: California Eliminates Private Right of Action for Website Pen Register and Trap and Trace Claims Under CIPA
  October 12, 2026 | Client Alerts & Insights
- California's Ban on PFAS: The Law May Be Clear, but the Rules Are Not
  October 12, 2026 | Client Alerts & Insights
- It's Up to the Governor: California Legislature Passes SB 690, Which Could Curtail the Wave of Website Privacy Litigation
  September 3, 2026 | Client Alerts & Insights
- Benesch Cannabis Team Secures Win Clarifying Illinois Dispensary Setback Rules
  July 15, 2026 | Media Mentions
- Benesch Recognized as Leading Law Firm by Chambers USA 2026 with Record Growth in National and Regional Rankings
  June 4, 2026 | Press Releases
- Benesch Partners Bryna Dahlin and Mark Eisen Mentioned in Law360 on Court Dismissal of THC Potency Lawsuit
  March 16, 2026 | Media Mentions
- Benesch Partner Bryna Dahlin Quoted in Law360 on High-Profile Defamation Dispute
  November 19, 2025 | Media Mentions

Speaking & Events

PAST EVENTS

- No Harm, No Foul? The Rise of Injury-less Claims | Bryna Dahlin, Johanes Maliza, Michael Meuti
  November 4, 2026 | Speaking Engagement
- Navigating Free Speech Rights & Restrictions on Cannabis Advertising | Bryna Dahlin
  June 12, 2025 - June 13, 2025 | Speaking Engagement
- One Month Out: Inside Florida's Record-Breaking Adult-Use Legalization Effort | Bryna Dahlin
  October 9, 2024 | Speaking Engagement
- Lessons Learned: Adult-Use Programs for Future State and Federal Policy | Bryna Dahlin
  July 25, 2024 - July 26, 2024 | Speaking Engagement
- The Current Legal Cannabis Landscape: An Overview and Comparative Study | Bryna Dahlin
  April 4, 2024 | Speaking Engagement