



Michael D. Meuti

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Overview

In the world of high-stakes litigation, most lawyers see a battle. Michael Meuti sees a chess match. He is a seasoned trial and appellate litigator who helps businesses and individuals navigate high-stakes disputes with precision and purpose. He crafts strategies that dismantle multimillion-dollar threats and uncover paths to victory where others see a dead end.

He proved it when his novel legal theory salvaged a half-billion-dollar claim for a client. He proved it again when he took an eight-figure class-action demand and methodically dismantled it, forcing a settlement for a fraction of the cost. Known for his strategic mindset, creative problem-solving and relentless focus on efficiency, Michael approaches litigation as both an intellectual challenge and an opportunity to outthink the opposition, finding the smartest, most direct path to victory.

This track record of delivering results is why *Crain's Cleveland Business* named him a 2025 Notable Litigator. Michael brings this same intensity to every challenge, whether it's representing clients in the retail, energy and healthcare sectors, or fighting for justice in his pro bono work against unconstitutional laws and discrimination.

As chair of Benesch's Appellate Practice Group, Michael's work has national impact. Honed through trial and appellate clerkships and as the Simon Karas Fellow in the Ohio Solicitor General's Office, his strategic vision secures precedent-setting victories that neutralize threats not only to his clients, but to entire industries.

Outside the courtroom, Michael is passionate about mentoring associates in legal writing, staying active through resistance training, and camping with his daughters as part of the Cuyahoga Valley Native Sons & Daughters program. He believes that cultivating both a sharp mind and meaningful personal connections is essential to success-in and out of the courtroom.

**Matter completed prior to joining Benesch.*

Representative Matters

- Obtained with-prejudice dismissal of a consumer class action pursuing California statutory and common-law claims challenging “instant whitening” representations in marketing for teeth-whitening products.
- Secured a precedent-setting Washington Supreme Court ruling that alleged “fake discounts” do not, without more, establish injury under the Washington Consumer Protection Act, narrowing a common theory in retail class actions and supporting dismissal at the pleading stage.
- Represented a national retailer before the Washington Supreme Court in a class action challenging reference prices in product markdowns.
- In the New Jersey Supreme Court, achieved reversal of a lower-court decision holding that N.J. Consumer Fraud Act plaintiffs state a claim by alleging that the retailer advertised a false discount.
- Briefed and argued to Washington Supreme Court case presenting issue whether alleging a false discount satisfies the Washington Consumer Protection Act’s injury element. Awaiting decision.
- Persuaded two different courts that California Civil Code section 1670.8 (the “Yelp Law”) does not provide a private right of action where the allegedly unlawful terms were not threatened to be enforced against the plaintiff, in a case where plaintiffs were seeking \$2,500-\$5,000 per website visitor. Representing both clients on appeal.
- Represents consumer brand in false-advertising class action under California consumer-protection statutes. Won motion to dismiss.
- Represents officers of company in mass arbitration asserting consumer-protection claims against company and its officers.

Credentials

EDUCATION

- Stanford Law School, 2003, J.D.
 - Executive Editor, *Stanford Law Review*
- Bowling Green State University, 2000, B.S.B.A., *summa cum laude*
 - Outstanding Graduate for the College of Business Administration

BAR & COURT ADMISSIONS

- Ohio
- California
- District of Columbia
- U.S. Supreme Court

- U.S. Court of Appeals for the Ninth Circuit
- U.S. Court of Appeals for the Seventh Circuit
- U.S. Court of Appeals for the Sixth Circuit
- U.S. Court of Appeals for the Fourth Circuit
- U.S. District Court for the Central District of California
- U.S. District Court for the Southern District of California
- U.S. District Court for the Northern District of California
- U.S. District Court for the District of Columbia
- U.S. District Court for the Northern District of Ohio
- U.S. District Court for the Southern District of Ohio
- U.S. District Court for the Eastern District of Michigan
- U.S. District Court for the Western District of Michigan
- U.S. District Court for the Western District of New York

Memberships

- Member, Federal Bar Association (FBA)
- John M. Manos Inn of Court (2011-2022)
- American Constitution Society
 - Northeast Ohio Lawyer Chapter
 - Immediate Past President (2017-2024)
 - President (2014-2016)
 - Vice President (2011-2013)
 - Washington, D.C. Lawyer Chapter: Executive Board Member (2009-2010)
 - Columbus Lawyer Chapter: Founding Member and Steering Committee Co-Chair (2007-2008)
 - San Francisco Lawyer Chapter: Active Member (2005-2006)
 - Stanford Law School Chapter: Founding Member and Steering Committee Chair (2001-2003)
- Case Western Reserve Law School: Adjunct Professor, Appellate Practice (2018-2020)

Awards & Recognition

- Recipient, *Crain's Cleveland Business* 2025 Notable Litigators and Trial Attorneys Award

News & Insights

- [Going Back to the “Well”: Plaintiffs Target Wellness Branding by Attacking Ingredients](#)
June 5, 2026 | Client Alerts & Insights
- [Beyond the Buzzwords: State AGs Put Enforcement Muscle Behind Algorithmic Pricing and Age Verification Crackdowns](#)
May 28, 2026 | Client Alerts & Insights
- [Law360 Highlights Benesch’s Continued Success Defeating Fake Price Markdown Class Actions](#)
May 1, 2026 | Media Mentions
- [Five Stars, Zero Tolerance: FTC Turns Up Enforcement Under Consumer Review Rule](#)
April 6, 2026 | Client Alerts & Insights
- [What’s in a Name?: Courts Refuse to Stretch Product Names into Promises](#)
April 6, 2026 | Client Alerts & Insights
- [Benesch Secures Major Victory for Retailers in the Washington Supreme Court](#)
April 6, 2026 | Press Releases
- [California Food Fight: The SF City Attorney’s Snack Attack](#)
February 19, 2026 | Client Alerts & Insights
- [Not Quite Full of It: The Risk of “Shrinkflation” Lawsuits](#)
December 22, 2025 | Client Alerts & Insights
- [Using the Funnel-Folgers’ Decision Key To Avoiding Certified False-Advertising Classes](#)
December 5, 2025 | Client Alerts & Insights
- [Protecting Your Company from the Silliest Lawsuit Not on Your Radar](#)
November 14, 2025 | Client Alerts & Insights

Speaking & Events

PAST EVENTS

- [You’ve Got Mail . . . and a Lawsuit: A Year of Subject Line Litigation after Brown v. Old Navy | Michael D. Meuti, Ruddy S. Abam, Kennedy Dickson](#)
April 15, 2026 | Firm Events
- [Avoiding Certification of False Advertising Classes: Building Defense Strategies Based on the Advertising Funnel | Michael D. Meuti, Michael B. Silverstein, Ruddy S. Abam](#)
February 5, 2026 | Speaking Engagement
- [Go West...and Lawyer Up! Recent Trends in Consumer Litigation on the West Coast | Kennedy Dickson, Mark S. Eisen, Andrew J. Jarzyna, David M. Krueger, Michael D. Meuti](#)
January 22, 2026 | Firm Events

- Stay Classy America: Class Action Trends in the Last 12 Months | Michael D. Meuti
November 12, 2025 | Speaking Engagement
- Legal Issues Surrounding AI | Michael D. Meuti
September 12, 2024 | Firm Events