

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 in a commercial arbitration. He proved it again when he took an eight-figure class-action demand against a consumer-products company 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 a member 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

- Achieved a precedent-setting appellate victory for Peet's Coffee in a putative class action alleging that its website terms of service inhibited consumer speech. The decision clarified that California's Yelp Law authorizes a consumer lawsuit only when a business takes, or threatens to take, punitive action against a consumer, neutralizing billions of dollars in exposure for e-commerce platforms.
- 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 precedent-setting rulings in the Washington and New Jersey Supreme Courts that alleged "fake discounts" do not, without more, establish injury under those states' consumer-protection statutes. Those victories narrowed a common theory in retail class actions and significantly limited all retailers' exposure to similar claims.
- 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

- Case Western Reserve Law School: Adjunct Professor, Appellate Practice (2013-2014, 2018-2020)
- Member, Federal Bar Association (FBA), Northern District of Ohio Chapter
- 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)
- Stanford Law School Chapter: Founding Member and Steering Committee Chair (2001-2003)

Awards & Recognition

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

News & Insights

- Bryna Dahlin, Michael Meuti and Kennedy Dickson Recognized Among Law360's Most-Read Expert Analysis
  October 21, 2026 | Media Mentions
- AI-Driven Personalized Pricing: The FTC's New Enforcement Posture and the Broader Legal Landscape
  September 10, 2026 | Client Alerts & Insights
- Motions to Dismiss Haven't Stopped the CEMA Litigation Wave. So What's the Defense Playbook Now?
  September 9, 2026 | White Paper
- Frankenstein at the Front Panel: What New Labeling Lawsuits Mean for Supplement Sellers
  September 3, 2026 | Client Alerts & Insights
- Benesch Secures Precedent-Setting California Appellate Victory for Peet's Coffee
  July 30, 2026 | Press Releases
- Influencer Marketing Under Fire: Gymshark Sued in New Class Action as Plaintiffs Target Undisclosed Paid Endorsements
  July 1, 2026 | Client Alerts & Insights
- Science-Backed But Not FDA-Approved: New Lawsuit Challenges FDA's Rejection of 114 Health-Related Advertising Claims
  June 25, 2026 | Client Alerts & 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

Speaking & Events

PAST EVENTS

- Using Your Consumer Data to Dismantle Class Actions | Michael D. Meuti
  November 10, 2026 | Speaking Engagement
- No Harm, No Foul? The Rise of Injury-less Claims | Bryna Dahlin, Johanes Maliza, Michael Meuti
  November 4, 2026 | Speaking Engagement
- No Harm, Maybe Foul? The Rise of Injury-Less Claims | Michael D. Meuti
  November 4, 2026 | Speaking Engagement
- Legal Risks for Businesses Using Artificial Intelligence | Michael D. Meuti
  September 17, 2026 | Firm Events
- The Joy of Legal Writing | Michael D. Meuti
  August 19, 2026 | Speaking Engagement