

Steven M. Selna

San Francisco
T 628.600.2261
sselna@beneschlaw.com

Overview

Steve Selna is a partner in Benesch's Litigation Practice Group who represents clients in high-stakes consumer class actions, pharmaceutical and medical device litigation, regulatory enforcement matters, and complex commercial disputes. He has extensive experience defending companies in coordinated proceedings, multidistrict litigation, state attorney general investigations, and claims involving consumer protection, false advertising and violation of state privacy laws. His practice includes advising retail, e-commerce and consumer products companies on litigation risk, advertising and promotional compliance, and business practices that may generate regulatory scrutiny or consumer class action exposure.

Steve regularly defends consumer-facing companies against claims arising from business practices, marketing activities, consumer-facing communications, and state consumer protection laws. He has represented numerous clients in California state and federal courts in individual and class action suits alleging violation of state privacy laws, including but not limited to the California Invasion of Privacy Act ("CIPA"). He has also advised clients on website compliance issues to ensure their practices do not violate state privacy laws. Steve has handled matters involving the California Legal Remedies Act (CLRA), California False Advertising Law, and California Unfair Competition Law, and has represented clients in proceedings brought by state attorneys generals and other regulatory agencies. His work frequently requires navigating overlapping regulatory, compliance, and litigation risks across multiple jurisdictions and industries. He also brings significant experience managing large-scale litigation and regulatory matters involving complex discovery obligations, extensive claimant populations, and coordinated state and federal proceedings.

Representative Matters

- Lead counsel for major life science manufacturer in an 18,000-plaintiff mass tort coordinated proceeding in LA County Superior Court. Through multiple trials and aggressive motion practice over a period of 5 years, eliminated 90% of case inventory.
- Obtained summary judgment on behalf of a major healthcare manufacturer in an employment wrongful termination and retaliation lawsuit in the Northern District of California.
- Represent manufacturer of diabetes medication in marketing and sales practices class action litigation pending in New Jersey District Court, alleging breach of express and implied warranties, fraud, negligent misrepresentation and violation of state consumer protection statutes.
- Represented agricultural manufacturing client in toxic tort litigation alleging harmful exposures to chemicals.
- In a published opinion, obtained summary judgment in the Central District of California on behalf of healthcare manufacturer in product liability failure to warn case. Thompson v Janssen Pharmaceuticals Inc.
- Represented developer of neuropathic pain medication in international arbitration of breach of contract and fraud action against manufacturer/distributor over worldwide marketing and distribution of the product.
- Represented clients in environmental and land use litigation matters in California state trial and appellate courts alleged CEQA violations and related claims.
- In a 2023 case garnering national attention, obtained a $5 million judgment in a Northern District of California banking fraud case on behalf of a national cannabis retailer/distributor against Washington state-based payment processing company. Case involved issues of federal cannabis illegality as well as violations of FinCEN regulations and the Bank Secrecy Act.

Credentials

EDUCATION

- University of the Pacific, McGeorge School of Law, J.D.
- University of California – Berkeley, B.A. in Political Science and Government

BAR & COURT ADMISSIONS

- California

Memberships

- Member, Bay Area Council
- Member, San Francisco Bar Association

- Member, Alameda County Bar Association
- Member, International Cannabis Bar Association

News & Insights

- AI Reporter - October 2026
  October 15, 2026 | Newsletters
- AI Reporter - September 2026
  September 17, 2026 | Newsletters
- AI Reporter - August 2026
  August 17, 2026 | Newsletters
- AI Reporter - July 2026
  July 16, 2026 | Newsletters
- AI Reporter - June 2026
  June 15, 2026 | Newsletters
- AI Reporter - May 2026
  May 21, 2026 | Newsletters
- AI Reporter - April 2026
  April 16, 2026 | Newsletters
- AI Reporter - March 2026
  March 18, 2026 | Newsletters
- AI Reporter - February 2026
  February 13, 2026 | Newsletters
- AI Reporter - January 2026
  January 14, 2026 | Newsletters

Speaking & Events

PAST EVENTS

- Litigation and Disputes in the Cannabis Industry | Steven M. Selna
  April 4, 2024 | Speaking Engagement