



Steven M. Selna

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Overview

Steve has decades of experience representing clients in high stakes litigation, including mass tort product liability lawsuits, consumer class actions and complex commercial litigation matters.

His experience includes serving as lead counsel for healthcare industry clients in federal multi-district litigation and state-coordinated proceedings involving thousands of claimants. Steve has handled several cases brought by individual state Attorneys General, alleging violation of state false advertising statutes. He has also represented clients across industries in enforcement actions brought by various state agencies.

Steve has handled numerous cases alleging violations of the California Legal Remedies Act (CLRA), False Advertising (B&P section 17500), and Unfair Competition (B&P section 17200) statutes and is presently defending such cases on behalf of retail clients in both state and federal courts in California. He also advises clients on advertising and promotion strategies and regulatory compliance. Steve is part of a team at Benesch advising clients on PFAS regulatory and compliance strategies.

Steve has defended against improper marketing and labeling claims of all types, including alleged false and deceptive advertising and improper promotion of pharmaceutical, medical device, technology and consumer products. He has worked with leading scientific and regulatory experts to defend against claims that the products at issue caused economic or physical injuries to individuals or the environment.

Beyond his national engagements, Steve has represented clients in breach of contract, banking and securities fraud and shareholder dispute cases. He has also represented multiple retail and e-commerce, technology and manufacturing clients in California employment litigation matters involving claims of discrimination, sexual harassment, wrongful termination, theft of trade secrets and wage and hour disputes.

Steve is the editor of Benesch's AI Reporter, a monthly newsletter reporting on AI innovation, regulation and litigation.

Representative Matters

- In 2024, obtained summary judgment on behalf of a non-profit organization in a case involving allegations of tortious interference with contract and related claims.
- 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 4+ 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.
- Represented agricultural manufacturing client in toxic tort litigation alleging harmful exposures to chemicals.
- Represented multiple cannabis companies in breach of contract actions and employment disputes.
- 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.

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 - 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
- [AI Reporter - December 2025](#)
December 16, 2025 | Newsletters
- [AI Reporter - November 2025](#)
November 12, 2025 | Newsletters
- [AI Reporter - October 2025](#)
October 16, 2025 | Newsletters
- [Time to RE-act: The Washington Supreme Court's Recent Email Subject Line Ruling Poised to Put Retailers on the Hook for Trillions \(September 2025 Update\)](#)
September 24, 2025 | Client Alerts & Insights
- [AI Reporter - September 2025](#)
September 16, 2025 | Newsletters

Speaking & Events

PAST EVENTS

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