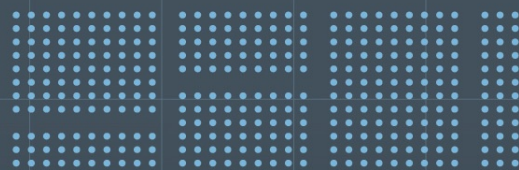


CONSUMER PROTECTION



PRACTICE CONTACTS

Jesse David

Sushrut Jain

Branko Jovanovic

Michael Kheyfets

AREAS OF CONCENTRATION

Consumer Finance

Data Privacy

False Advertising

RELATED CAPABILITIES

Antitrust & Competition

Class Certification

Edgeworth's consumer protection experts support clients facing allegations related to false advertising, product liability, data privacy, and consumer financial protection across all stages of litigation—from assisting with discovery, to providing economic analyses related to class certification and assessing potential damages at trial.

Our work includes both class action and individual action litigation support related to alleged product misrepresentation, product mislabeling, labeling omissions, product defects, cyberattack liability, release of sensitive and personally identifiable information in a data breach, inappropriate determination of product payments, improper overdraft fees, unauthorized fee-based program changes, and hidden lending fees.

We utilize our experts' decades of professional experience analyzing economic and econometric issues in bet-the-company litigation to study claims of economic injury and damages across a broad range of industries, including consumer products, pharmaceuticals, financial services, transportation, manufacturing, technology, communications, nutritional supplements, and food products.

CASE HIGHLIGHTS

Class Certification Denied in Matter Alleging Misrepresentations and Omissions in Packaging Litigation, 04.22.2022

Class Certification Denied in Auto Insurance Payments Matter Litigation, 02.11.2022

Class Certification Denied on Predominance Issues Related to Plaintiff's Damages Model Litigation, 08.14.2019

PUBLICATIONS

FTC Order May Guide Cos. In Avoiding Pyramid Scheme Label
Published Article, *Law360*, 06.28.2023

What Is the Value of Personal Information? Quantifying the Harm Caused by Data Privacy Breaches
Our Curious Amalgam, 01.10.2023

Value of Personal Information Theories in Data Privacy Class Actions
Published Article, *Bloomberg Law*, 09.19.2022

Calculating Overpayments In False Ad Class Actions
Published Article, *Law360*, 04.12.2022

Obstacles To Defining Injury, Class In Cyberattack Suits
Law360, 06.09.2021

The Rise of COVID-19 Price Gouging Class Actions and the Economics of Class Certification
Published Article, *Law360*, 08.28.2020

Benefit of the But-For Bargain: Assessing Economic Tools for Data Privacy Litigation
Journal of Technology Law & Policy, 05.28.2019

EDGEWORTH INSIGHTS

Third Circuit Requires Proof of Customer Deception and Reliance on False Ads to Award Damages
Blog, 08.08.2023

The CFPB Enters Uncharted Territory as a Competition Authority
Blog, 02.07.2023

SPEAKING ENGAGEMENTS

The 51st Research Conference on Communications, Information and Internet Policy
Presentation, Washington, DC, 09.23.2023

Direct Selling Association Legal and Regulatory Seminar
Presentation, Washington, DC, 09.21.2023

FinTech & Emerging Payment Systems
Event, 04.18.2023

NEWS

Edgeworth Economics Announces Formal Launch of Consumer Protection Practice
Press Release, 09.12.2023

Consumer Protection Expert Economist Dr. Branko Jovanovic Joins Edgeworth Economics as Partner
Press Release, 06.28.2023