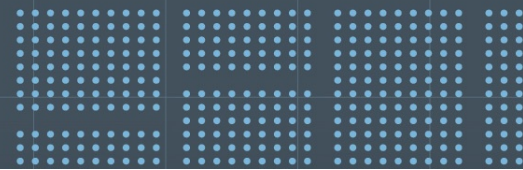


FALSE ADVERTISING



PRACTICE CONTACT

Sushrut Jain

RELATED CAPABILITIES

Class Certification

Intellectual Property

Edgeworth experts provide rigorous economic analysis and litigation support for false advertising and mislabeling cases, including class actions.

Consumer class actions alleging false advertising have proliferated in recent years, particularly in the area of food labeling and pharmaceutical packaging. These cases more frequently require sophisticated analyses of retail sales data, consumer surveys, or corporate financials. Edgeworth economists analyze damages and class certification issues in false advertising litigation using data-driven methods and sound analytical approaches.

In the context of class actions, our experts:

- Analyze questions regarding liability and class-wide damages models
- Advise on the commonality and predominance issues arising under Rule 23
- Testify in single-plaintiff corporate disputes involving claims of false advertising, misleading labeling, or other related claims.

Edgeworth experts have extensive experience as both testifying and consulting economists in false advertising matters in state and federal courts, including:

- Analysis of consumer and competitor damages in matters related to food labeling, pharmaceutical packaging, and consumer products
- Development and critique of damages approaches, including lost profits, unjust enrichment, and consumer harm measures like “benefit of the bargain”
- Analysis of point-of-sale data, natural experiments, and consumer surveys
- Integration of a variety of types of data, including retail scanner data, company transaction databases, and corporate financials

PUBLICATIONS

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

Class Certification in College Tuition Refund Class Actions
Published Article, *Bloomberg Law*, 09.25.2020