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Food & Consumer Packaged Goods Litigation

Perkins Food Lawyers Provide a Consumer Protection Law Update to the ABA

Seattle Partner [Jason Howell](#), Co-Chair of the firm's Advertising, Marketing & Promotions group, together with Chicago Partner [Jeanne Cullen](#) and San Francisco Senior Counsel [Joren Ayala-Bass](#), recently gave a Consumer Protection Law Update to ABA Consumer Protection Committee members. The May 12 webinar on truth-in-advertising and consumer protection issues drew attendees from around the country, including in-house counsel and members of the defense bar as well as state and federal regulators. Jason, Jeanne and Joren presented on FTC developments, state attorney general trends and developments, private litigation developments, and developments involving the National Advertising Division. Covered topics included recent FTC challenges to digital marketing practices, as well as enforcement trends in the technology and consumer products categories, and the latest news on food and beverage litigation and healthcare and privacy regulation.

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