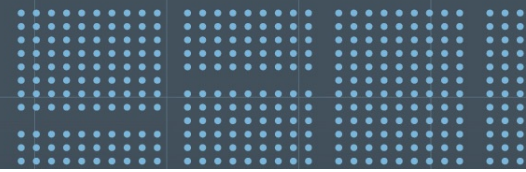


# FALSE ADVERTISING



## PRACTICE CONTACTS

Jesse David

Sushrut Jain

Branko Jovanovic

## RELATED CAPABILITIES

Class Certification

Consumer Finance

Consumer Protection

Data Privacy

Our economists have extensive experience as testifying and consulting experts in matters that involve allegations related to product labeling, product packaging, manufacturer claims, or potential defects. We have experience assessing claims of “price premium” damages based on analyses of market data as well as consumer surveys. In the context of class actions, our experts analyze class-wide damage models and assess predominance issues that arise under Rule 23. Our work is based on the analysis of a variety of types of data, including retail scanner data, company transactional databases, and simulation data based on conjoint surveys.

Edgeworth experts have experience with cases involving numerous consumer protection laws including The Federal Trade Commission Act, The Lanham Act, The Federal Tort Claims Act, and numerous other federal and state regulations.

## CASE HIGHLIGHTS

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

Nationwide Class and State Sub-Class Certification Denied Litigation, 03.01.2022

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

## PUBLICATIONS

The Challenges Of Measuring Harm In Slack-Fill Cases  
Published Article, *Law360*, 03.07.2024

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

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

## **EDGEWORTH INSIGHTS**

The Challenges Of Measuring Harm In Slack-Fill Cases  
Blog, *Law360*, 03.11.2024

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

## **SPEAKING ENGAGEMENTS**

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

## **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