

Class Action Defense

Consumer class actions are a near inevitability for sophisticated companies. These cases are often complex and fraught with business ramifications, potentially involving massive numbers of class members and regulatory scrutiny. In the face of a putative class action, a company needs defense counsel who will act efficiently and methodically, minimizing exposure and disruption to business. We provide clients with an aggressive defense and thoughtful advice from the outset; this proactive approach leads to successful outcomes.

Willenken regularly represents corporate defendants in class action litigation, particularly consumer class actions involving allegations of unfair competition, false advertising, breach of warranty, and statutory claims. Drawing on our deep knowledge of class procedure and underlying substantive law, we work closely with our clients, helping them to evaluate their options. We focus on identifying and securing the most successful resolution for each case, whether by dispositive motion, defeating a motion for class certification, or strategic settlement.

This approach has yielded exceptional results for our clients. Through our tactical focus and exemplary brief-writing, we have achieved a long string of successes in the courtroom. Recent victories include defeating a class certification motion in a high-stakes consumer class action alleging violations of a California privacy statute, and securing summary judgment in a putative nationwide class action alleging false advertising claims. One of our victories was named a “Top 20 Defense Verdict” by *Daily Journal*.

While our courtroom successes are valuable to our clients, it is often in their interests to avoid protracted litigation or trial. We bring an equal level of skill and creativity to resolving class actions outside of the courtroom. Clients appreciate our incisive assessments of merits and certification risks, and when appropriate, our ability to leverage our hard-hitting reputation where early resolution is a desirable option.

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Having garnered an impressive track record of defense triumphs, Willenken has become the firm of choice for sophisticated companies to defend against class action litigation.



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