



→ Craig Cardon

Partner

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Craig Cardon spent the last decade on Sheppard Mullin's Executive Committee, serves as Leader of the Retail, Fashion & Beauty Team, sits on the firm's International Committee and founded the firm's Mass Arbitration practice.

Areas of Practice

Craig represents retailers, brands and adtech businesses in class actions, mass arbitrations, and governmental investigations and enforcement proceedings in the advertising, data privacy and ecommerce areas.

Craig provides regular advertising review for some of the largest retailers and consumer product manufacturers in the country. He regularly litigates false advertising and privacy class actions (including breach-related litigation), competitor comparison claims and trade secret claims. Craig has defended numerous landmark privacy and advertising class actions, including defeating cases of first impression under California's Shine the Light law, Anti-SPAM law, the Club Card Act, gift card laws, Song-Beverly Credit Card Act, California Consumer Privacy Act (CCPA) and California Invasion of Privacy Act (CIPA), including cases through trial. He has represented dozens of brands in litigation around the country related to the collection of data and targeted advertising. He has defended FTC advertising enforcement actions through trial and regularly appears before the NAD (National Advertising Division).

Craig also leads the firm's mass arbitration practice, defending companies from ad campaign driven mass arbitrations intended to leverage arbitration costs over the merits of the claims. Craig is a recognized expert in the mass arbitration space, deploying various strategies and tactics to defend companies faced with what has been described as the "litigation blackmail" of mass arbitrations.

Finally, Craig and his team handle data transactions, ecommerce fulfillment deals, international brand licensing, distribution arrangements and other related activities important to retailers and brands in this quickly evolving retail and ecommerce ecosystem. He has particular expertise in assisting retailers and brands in establishing and managing retail and distribution relationships in China and elsewhere in Asia.

Honors

Top 100 Lawyers in California, *The Daily Journal*, 2025

Client Service All-Star, *BTI Consulting*, 2020

Future Star, *Benchmark Litigation*, 2019-2026

Top Cyber/Artificial Intelligence Lawyers, *Daily Journal*, 2018, 2020, 2022

Leading Lawyer in America, *Lawdragon 500*, 2018

Incident Response 30, *Cybersecurity Docket*, 2016

Litigation Star, *Benchmark Litigation*, 2015-2018

Retail and E-Commerce, MVP, *Law360*, 2015, 2016, 2017, 2018

Cyber Law, *Legal 500*, 2010-2017, 2019-2025

Best Lawyer in America, *Best Lawyers*, 2008-2026

Privacy MVP, *Law360*, 2014

LA's Most Influential Digital Media and E-Commerce Lawyer, *Los Angeles Business Journal*, 2014

Emerging Law Firm Leaders in California, *Daily Journal*, 2013

20 To Watch Under 40, *Daily Journal*, January 31, 2007

Experience

Recent Reported Decisions

Harrold v. Levi Strauss & Co., 235 Cal.App.4th 385 (2015) – Lead counsel for iconic jeans brand defeating class certification in data collection class action.

Lewis v. Safeway, Inc., (A140943 Cal.App. 3-20-2015) – Lead counsel for national grocer in Song-Beverly data privacy class action relating to birthdates. Decision on appeal affirming dismissal with prejudice.

Avalos v. IAC, 2014 WL5493242 (SDNY 10-30-2014) – Lead counsel in \$1.5 billion class action alleging false advertising, right of publicity, Lanham Act, copyright and RICO violations. Decision dismissing all claims with prejudice.

Rosolowski v. People Media, B250482 (Cal.App. 10-29-2014) – Lead counsel for Match.com subsidiary in appeal affirming dismissal of claim under California Anti-SPAM law.

Rodman v. Safeway, Inc., 2014 U.S. Dist. LEXIS ___ – Lead counsel for national grocery retailer in denial of class certification on false advertising, unfair competition and CLRA claims.

Pineda v. Williams-Sonoma, 51 Cal.4th 524 (Cal. 2011) – Lead counsel for kitchenware retailer in privacy class action. California Supreme Court decision in part reversing appellate decision and in part letting stand appellate decision at 178 Cal.App.4th 714 (2009)

Pineda v. Williams-Sonoma, 178 Cal.App.4th 714 (2009) – Lead counsel for kitchenware retailer in privacy class action. Decision affirming judgment for retailer.

Powers v. Pottery Barn, 177 Cal.App.4th 1039 (2009) – Lead counsel for homewares retailer in privacy class action. Decision addressing CANSPAM preemption of state privacy laws.

Law v. Harvey, 2007 U.S. Dist. LEXIS 78398 – Lead counsel for producer of Burning Man festival in dispute over ownership of the Burning Man name and image.

Cadsoft Corp. v. Riverdeep, LLC, 2007 U.S. Dist. LEXIS 39559 – Lead counsel for software developer in copyright dispute with world's largest software publisher. Court found for developer that publisher had illegally assigned copyright license.

O.O.C. Apparel, Inc. v. Ross Stores, Inc., 2007 U.S. Dist. LEXIS 19490 – Lead counsel for national retailer in dispute over Sean John trademarks.

Digital Envoy v. Google, 370 F. Supp.2d 1025 (N.D. Cal 2005) – Counsel for geolocating technology provider in trade secret matter addressing Internet advertising practices.

Articles

- Wave Of Online Marketplace Laws May Confuse Compliance
Law360, 03.09.2023
- Eye on Privacy 2021 Year in Review
01.11.2022

Eye on Privacy Blog Posts

- "The CCPA Wheels Keep Turning: The Addition of CPRA," November 5, 2020
- "CCPA Regulations Finally Approved, Effective Immediately," August 18, 2020
- "What Will Come First: Pending CCPA Amendment Could Clarify Key Exemptions," August 7, 2020
- "CJEU Invalidates Privacy Shield, But Upholds SCCs with Conditions," July 16, 2020
- "Final Draft CCPA Regulations Submitted, Effective Date Unclear," June 4, 2020
- "Turn On the Camera Part Three: Fulfilling CCPA Training Obligations in the Face of COVID-19," March 13, 2020
- "Turn on the Camera Part One: Keeping Your Privacy Compliant Efforts Moving Forward in the Face of COVID-19," March 11, 2020
- "Modifications Under CCPA To Receipt of Consumer Requests," October 3, 2019
- "What To Do About Employees Under CCPA: An Update," September 19, 2019
- "Like a Butterfly, Will the CCPA Continue to Evolve?" May 28, 2019
- "Ding Dong the CCPA Private Right of Action is (Mostly) Dead!," May 17, 2019
- "Will CCPA's Definition of Consumer Be Narrowed?" April 11, 2019
- "Year In Review: Eye on Privacy 2018," January 28, 2019
- "2019 is the Year of . . . CCPA?" January 8, 2019
- "The California Privacy Law Is Coming: What Should Your Company Do Now?" July 25, 2018

Antitrust Law Blog Posts

- "Restrictive Covenants in Real Estate: Next Antitrust Enforcement Target?," May 2, 2023

Class Action Defense Strategy Blog Posts

- "The Tides are Turning on a Wave of California Privacy Litigation," March 8, 2023

Fashion and Apparel Law Blog Posts

- "Coronavirus And The Retail Industry: Pricing and Advertising Issues," March 5, 2020
- "Coronavirus And The Retail Industry: Delivery Issues," March 5, 2020

- "Coronavirus And The Retail Industry: Customer Interactions and Safety," March 3, 2020

Retail Law Blog Posts

- "Lizama et al. v. H&M: A Lesson in Artful Crafting of Green Claims," June 22, 2023
- "Colorado's Retail Delivery Fee," August 8, 2022

Media Mentions

Can Fashion Redraw its Manufacturing Map?

Vogue Business, 04.28.2025

US companies might handle China data privacy law well

Daily Journal, 08.23.2021

Cybersecurity & Privacy Cases To Watch In 2021

Law360, 01.03.2021

Split 9th Circ. Nixes Bid For Williams-Sonoma Customer List

Law360, 01.13.2020

5 Cybersecurity And Privacy Cases To Watch: Midyear Report

Law360, 07.30.2018

Google Privacy Case To Test Limits Of Novel Settlements

Law360, 04.30.2018

Retail Legislation And Regulation To Watch In 2017

Law360, 01.02.2017

Retail MVP: Sheppard Mullin's Craig Cardon

Law360, 12.20.2016

ZEAVION Holding's \$127.5 million acquisition of Gymboree Play & Music

Don't Miss It: Hot Deals & Firms We're Following This Week

Law360, 07.01.2016

Retail MVP: Sheppard Mullin's Craig Cardon

Law360, 11.16.2015

Speaking Engagements

Speaker, "What's Old Is New Again – Riding the Recommerce Wave," RILA Retail Law Conference, October 27, 2021

Events

No Class, Just a Massive Headache: Mass Arbitrations
Webinar, 09.25.2024

Web Tracking Wonders: Navigating Laws in the Interactive Media Maze
Webinar, 05.15.2024

Class Action Threats in 2023 And Beyond - A Webinar Series
Webinar Series, 2023

Retail Law Conference
Game Theory and Other Strategies To Combat Asymmetrical Litigation Tactics
10.26.2023

Game Theory and Other Strategies To Combat Asymmetrical Litigation Tactics
RILA Retail Law Conference, October 25-27
Atlanta, GA, 10.26.2023

No Class, Just a Massive Headache: Mass Arbitrations
Class Action Threats in 2023 and Beyond - A Webinar Series
Webinar, 08.29.2023

3rd Annual Ad Law Symposium
Webinar, 05.16.2023

What the Heck is GPC (Global Privacy Control), and Why Does the California Attorney General Care?
Webinar, 09.15.2022

Ad Law Symposium
Webinar, 05.04.2022

RILA Retail Law Conference
What's Old Is New Again – Riding the Recommerce Wave
Webinar, 10.27.2021

Hot Topics in Retail Advertising – Pricing and Environmental Claims
Webinar, 04.28.2021

Smart Retailing: Legal and Business Issues Regarding The Use Of Biometric and Behavioral Data In Real World
Retail Environments
RILA Retail Law Conference 2019
October 16-18, 2019

The California Consumer Privacy Act: What It Means for Companies Doing Business in California
TerraLex Webinar
09.17.2019

Retail's Top 5 Legal Trends & Issues Webinar
05.09.2019

California Consumer Privacy Act
The Southern California Association of Corporate Counsel's In-House Counsel Conference
01.31.2019

Omni Channel Dreams and Nightmares
ANA/BAA Marketing Law Conference
11.09.2018

Privacy. Security. Risk. 2016
Presented by the IAPP Privacy Academy and CSA Congress
San Jose, CA, 09.2016

Retail's Tectonic Digital Disruption: What Every Retailer Needs to Know to Survive and Compete
Sheppard Mullin New York, 06.15.2016

CYBERSECURITY: What Every Lawyer Needs to Know to Protect Their Firms and Clients
10.16.2015

Podcasts & Webinars

Third Annual Ad Law Symposium
05.16.2023

What the Heck is GPC (Global Privacy Control), and Why Does the California Attorney General Care?
09.15.2022

Ad Law Symposium
05.04.2022

Hot Topics in Advertising – Pricing and Environmental Claims
04.28.2021

Practices

Privacy and Cybersecurity
Entertainment, Technology and Advertising
Intellectual Property
Copyrights
False Advertising, Lanham Act and Unfair Competition
IP Licensing, Technology and Commercial Transactions
International Reach
China
Japan
Latin America
Litigation

Technology Transactions

Advertising

California Consumer Privacy Act (CCPA)

ESG and Sustainability

Industries

Advertising

Entertainment, Technology and Advertising

ESG and Sustainability

Esports & Games

Food and Beverage

Retail, Fashion & Beauty

Sports

Education

J.D., Loyola Marymount University, 1993

B.A., University of California, Los Angeles, 1989

Admissions

California

Colorado

U.S. Court for the Ninth Circuit

U.S. District Court, District of Colorado

U.S. District Court, Northern District of California

U.S. District Court, Eastern District of California

U.S. District Court, Central District of California

U.S. District Court, Southern District of California

Additional Office

San Francisco

Languages

Spanish