



→ Jay Ramsey

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Jay Ramsey is a litigation partner in firm's Century City Office. He serves as the Office Managing Partner for Century City and as a leader of the firm's Out at Sheppard LGBTQ Group.

Areas of Practice

Jay Ramsey is a go-to litigator and trial attorney for clients across industries, handling disputes pre-litigation, before trial, at trial, and on appeal. He also defends companies against false advertising, privacy, and other consumer class actions.

Business Disputes

Jay helps his clients assert and defend claims flowing from:

1. Mergers and acquisitions, including claims for breaches of representations and warranties.
2. Commercial real-estate transactions and development agreements.
3. Manufacturing, supply, distribution, and other vendor agreements
4. Manufacturing defects, design defects, and related delays, particularly in the aerospace, defense, and electronics industries.
5. Software implementations and solutions, including ERP implementations and SaaS-based solutions.
6. Intellectual property disputes, licensing agreements, distribution rights, profit participation, and accounting issues.

Jay's clients have included, among others, banks, financial institutions, real estate owners and developers, health care providers, hospitals, aerospace companies, electronics manufacturers, defense contractors, retailers and other consumer brands, movie and television studios, content producers, and start-ups.

Consumer Class Actions and Mass Arbitrations

Jay is a Leader of the firm's Consumer Class Action Defense Team. He is also a member of the firm's Advertising, Retail, Privacy and Cybersecurity, and Food & Beverage groups. He has defended major retailers, brands, product manufacturers, fintech companies, lead generators, advertising networks, food and beverage companies, insurers, health plans, hospitals, airlines, telecommunications companies, and more in a wide range of consumer class actions and mass arbitrations. His experience includes defending companies against:

1. False advertising claims
2. False discount pricing claims
3. Product liability and warranty claims
4. Alleged privacy violations, including under the California Invasion of Privacy Act (CIPA)
5. Telephone Consumer Protection Act (TCPA) claims
6. Data breach claims

Along with his litigation practice, Jay also advises and counsels clients on a variety of marketing, advertising, pricing, privacy, and related e-commerce matters.

Honors

Best Lawyers in America: Ones to Watch, *Best Lawyers*, 2025

Recommended Lawyer, *Legal 500*, 2024

Dianne Baquet Smith Award, 2025

Experience

Notable Appellate Decisions

NEI Contracting & Eng'g Inc. v. Hanson Aggregates Pac. Sw., Inc., 926 F.3d 528 (9th Cir. 2019) – Appellate decision affirming complete trial victory and denial of certification in a CIPA class action.

Sabori v. Dollar Tree Stores, Inc., No. B284350 (Cal. Ct. App. Apr. 24, 2019) – Appellate decision affirming grant of summary judgment on invasion of privacy claim

Kayne v. Mense, B254975 (Cal. App. Mar. 25, 2016) – Appellate decision overturning trial court's award of treble damages under California Penal Code section 496

Rosolowski v. People Media, B250482 (Cal. App. Oct. 29, 2014) – Appellate decision affirming dismissal of claim under California Anti-SPAM law.

Articles

- 'One A Day' Will Not Keep Plaintiffs Away
Law360, 09.20.2018
- "No Class Certification In Call Recording Case," *Association of Business Trial Lawyers Report*, Summer 2014

Class Action Defense Strategy Blog Posts

- "The Tides are Turning on a Wave of California Privacy Litigation," March 8, 2023
- "More on McGill: Ninth Circuit Affirms Order Enforcing Arbitration of Public Injunctive Relief Claims," February 22, 2021
- "Avoiding Formation Challenges To Your Arbitration Clause With Consumers," July 20, 2020
- "Questions To Ask When Changing Your Arbitration Clause," June 29, 2020

- "An Arbitration Clause Health Check," June 22, 2020
- "Ninth Circuit Confirms that Class Action Plaintiffs Must Plausibly Establish Future Intent To Re-Purchase To Maintain Claims for Injunctive Relief," September 12, 2018
- "Outlet And Factory Class Actions Take A Hit: California Court of Appeal Confirms Companies Can Sell Made-For-Outlet Product At Outlet Or Factory Stores," September 11, 2017
- "Ninth Circuit Confirms that a Cy Pres Only Settlement Can Work In Privacy Class Action" September 11, 2017
- "Class Action Plaintiffs In The Ninth Circuit Can No Longer Obtain Immediate Appellate Review Of Orders Denying Class Certification," June 13, 2017
- "Attacking Class Action Allegations On The Pleadings Can Be A Successful Strategy," March 29, 2016
- "In Sprint Victory, Judge Posner and the Seventh Circuit Hold That Arbitration Is Required in a TCPA Class Action Even Though the Alleged Violation Occurred After the Termination of the Contract," May 19, 2015
- "Another Blow to Call Recording Class Actions," December 2, 2014
- "Are Call Recording Class Actions Doomed?" February 27, 2014

Fashion & Apparel Law Blog

- "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

Healthcare Law Blog

- "California Supreme Court Rejects Non-Disclosure Theory for ER Evaluation and Management Fees, Holding that Hospitals owe no Additional Duty Outside Regulatory Pricing Disclosure Regime," January 31, 2025
- "Do Routine Calls by Health Plans to Patients and Health Plan Members Constitute "Telemarketing" Under the Telephone Consumer Protection Act? Not Today!," January 19, 2017

Retail Law Blog

- "NY's Gendered Pricing Law: Will It Curb the Pink Tax," November 4, 2020

Media Mentions

Law360's Legal Lions Of The Week

Law360, 08.11.2023

Class Action Group Of The Year: Sheppard Mullin

Law360, 02.07.2023

Speaking Engagements

"Legal Issues to Consider in a COVID-19 World," Virtual Reality Location-based Entertainment Summit, October 15, 2020.

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

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

RILA Retail Law Conference
ASK A GC: Mike Mahoney, LL Bean
Webinar, 10.26.2021

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

Product Labeling & Advertising Claims Check-Up
Webinar, 10.14.2020

Preparing for a Post-COVID World - What Retailers Need to Get in Place Now
Webinar, 04.23.2020

Navigating Complex Legal Issues Resulting From COVID-19: What Retailers Need to Know
Webinar, 03.18.2020

Podcasts & Webinars

Third Annual Ad Law Symposium
05.16.2023

Ad Law Symposium
05.04.2022

Hot Topics in Advertising – Pricing and Environmental Claims
04.28.2021

Product Labeling & Advertising Claims Check-Up Webinar
10.14.2020

Class Action Threats Facing the Consumer Finance Industry in the Age of COVID
06.25.2020

Preparing for a Post-COVID World: What Retailers Need to Get in Place Now
04.23.2020

Practices

Litigation
Entertainment, Technology and Advertising
Privacy and Cybersecurity
Advertising
Class Action Defense

Industries

Advertising
Aerospace, Defense & Government Services
Artificial Intelligence
Private Equity
Retail, Fashion & Beauty
Space & Satellite

Education

J.D., The George Washington University School of Law, 2010
B.A., University of California, Los Angeles, 2007, *magna cum laude*

Admissions

California