

### Food Advertising, Labeling, and Litigation Conference: *For the Food and Dietary Supplement Industries*

Virtual

09.28.2021 | 3:20 PM

3:20–4:30 PM

#### **Class Action Developments in Flavors, Geographic Origin Claims, and More**

**Matthew G. Ball**, Partner, K&L Gates LLP

**Maia C. Kats**, Of Counsel, Kaplan Fox & Kilsheimer LLP and Chair, Food Advertising, Labeling, and Litigation Conference

**Kirstin Mazzeo**, Chief Counsel – Litigation, Campbell Soup Company

**Abby Meyer**, Associate, Sheppard, Mullin, Richter & Hampton, LLP

**John Packman**, Of Counsel, DLA Piper LLP (US)

Class action litigation remains pervasive in the food space, while dietary supplement manufacturers are facing increased scrutiny – and filings – by consumers and the Plaintiff’s bar. This comprehensive discussion will cover pending litigation and recent cases challenging product labels and marketing claims involving flavors, geographic origins, product benefits, “health halos,” serving sizes, and more.

4:40–5:30 PM

#### **Consumer Surveys and Economic Analysis in Support of Litigation: How Much Weight Do They Carry in Court?**

**Sarah Butler**, Managing Director, NERA Economic Consulting

**Michael R. Reese**, Founding Partner, Reese LLP

**Christopher Van Gundy**, Partner, Sheppard, Mullin, Richter & Hampton, LLP

*Moderated by* **Anthony J. Ancombe**, Partner, Steptoe & Johnson LLP

Consumer surveys and economic analyses can be critical in the class certification stage of a lawsuit. Panelists will discuss how to gather and compellingly present survey and economic data, how such reports have appeared to impact recent court decisions, and share what role this type of information should play in future cases.

- Click [here](#) to register and [here](#) for more information.

#### **Attorneys**

Abby Meyer

Christopher Van Gundy

## Practice Areas

Advertising

## Industries

Food and Beverage