

Retail Law Conference

Game Theory and Other Strategies To Combat Asymmetrical Litigation Tactics

10.26.2023 | 2:15-3:15 PM EST

Social media advertising, claimant databases, mass arbitration, distributed arbitration, and unconsolidated mass actions are all asymmetrical tactics the plaintiffs' bar is adopting. We'll discuss innovative responses you can use, such as game theory, collateral actions, leveraging data analysis, and industry collaboration. The other side is capitalizing on new innovations to update their playbooks. Shouldn't you?

Speakers:

- Craig Cardon, Privacy & Security Leader, Sheppard Mullin
- Alyssa Sones, Associate, Sheppard Mullin
- Kathleen Stevens, General Counsel, J. Jill

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Attorneys

Craig Cardon

Alyssa Sones

Practice Areas

Privacy and Cybersecurity

Industries

Retail, Fashion & Beauty