

## CEMA Expands Liability for Text-Based Referral Marketing in Washington

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A new wave of class action litigation is emerging under Washington State's Consumer Electronic Mail Act (CEMA), targeting companies that utilize refer-a-friend marketing programs via text message. CEMA's expansive liability framework - combined with statutory damages of \$500 per violation and the availability of attorneys' fees - has made it an increasingly attractive tool for plaintiffs' counsel.

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### Practice Areas

Class Action Defense

Intellectual Property

Litigation