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O'Melveny Named a Consumer Protection Firm of the Year by Law360

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O'Melveny & Myers' Class Actions, Mass Torts, and Insurance Litigation Practice was recognized as a *Law360* Consumer Protection Group of the Year in a January 22, 2014, feature.

"O'Melveny's consumer protection team racked up a banner year, beating back consumer false advertising class actions against top corporate clients," the publication wrote, also noting that the Firm's national consumer protection team defends "some of the world's best-known brands" in legal challenges involving marketing and distribution, product liability, intellectual property and consumer fraud.

The profile provides an overview of the practice's successes in 2013, including major victories for Johnson & Johnson and its subsidiaries in several putative class actions over the advertising claims of skin care and sunscreen products and negotiating a landmark settlement for Sketchers USA in nationwide proceedings with the FTC, attorneys general from 44 states and the District of Columbia, and private class action plaintiffs. With additional successes for Bristol-Myers Squibb, AstraZeneca, and others, "[i]t was a terrific year for our clients," said practice chair Richard Goetz, who resides in the Firm's Los Angeles office.

Washington, DC of counsel Maryanne Kane, a former FTC chief of staff, explains in the article how O'Melveny's regulatory strengths enhance the practice, particularly given an increased regulatory focus on advertising claims. "Our capabilities in handling the regulatory aspects of the

practices, whether class action or competition, it's a real advantage in having the DC component," she said in the article.

Law360 also quotes Century City partner Jeffrey Barker, one of the lead attorneys on the Skechers case.

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