



Consumer Class Actions

Key Contacts



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Accolades

"With its national coverage and depth of expertise, the firm's bet-the-company labor and employment litigation practice is very well known."

Legal 500 US

Overview

O'Melveny has unparalleled experience helping a wide range of businesses facing class actions and other aggregated litigation advance their goals and protect their interests. Over the past 30 years, we have defended companies in hundreds of class actions, state attorney general actions, and individual personal injury suits in federal and state courts across the United States.

As one of the only firms in the country that has successfully tried multiple class actions, our trial experience provides an important strategic benefit at every stage of the case—from effectively conducting discovery and factual development to fielding experienced teams that understand how to win in front of juries.

Our strengths include:

EXPAND ALL

► **Class Action Pioneers**

O'Melveny has pioneered the area that has come to be known as "class action law." We have been instrumental in persuading the DC Circuit to adopt the critical defense concept of "classwide proof," convincing the Seventh Circuit to issue an injunction prohibiting relitigation in state court of a federal-court order denying class certification, and advocating for the expanded use and application of the "no injury" doctrine.

► **State Actions**

Clients benefit from our experience defending companies against class actions brought under state consumer protection laws, particularly allegations concerning the marketing and labeling of consumer products. We have represented some of the largest consumer product companies in the world against cases brought under California's Unfair Competition Law, Consumer Legal Remedies Act, and False Advertising Law, the New Jersey Consumer Fraud Act, the Florida Deceptive and Unfair Trade Practices Act, and other state consumer protection statutes.

► **Beyond Class Actions**

The class-action plaintiffs' bar has responded to defense-friendly developments in class action law by using non-class devices such as mass joinder actions, class arbitrations, state attorney general and private attorney general actions. These and other tactics are designed to avoid the due-process protections of class action procedure. We have met the plaintiffs' bar at every turn, often establishing new precedents along the way.

► **Mass Torts and Individual Suits**

We bring our experience and skills to bear in defending mass torts in "bet the company" litigation involving hundreds or even thousands of individual suits.

Clients

- Ford Motor Company
- General Mills
- Johnson & Johnson
- Kia Motors America
- Skechers
- Southern California Edison Co.

Related Industries

- Automotive
- Consumer & Retail Products

- Energy, Natural Resources & Utilities
- Industrials & Manufacturing
- Life Sciences

Related Practices

- Supreme Court & Appellate Litigation
- Business & Commercial Litigation
- Consumer Finance Litigation
- Product Liability & Mass Torts