

Perkins Coie Announces Consumer Protection Review Blog

Perkins Coie has launched **Consumer Protection Review**, a blog designed to help businesses that market and sell to consumers navigate federal and state legal issues related to advertising, privacy, promotions, products liability, government investigations, unfair competition, class actions and general consumer protection.

Written for traditional retailers, manufacturers, technology companies and other consumer-facing enterprises, the Consumer Protection Review highlights legal developments in unfair or deceptive business practices, product safety claims, data collection, brand protection and more.

According to a release from the firm, the primary authors of “Consumer Protection Review” (listed alphabetically) are:

Amanda Beane counsels and defends clients on matters related to consumer protection and unfair competition, as well as Americans with Disabilities Act, contract trade secret and other commercial matters.

Mark Goodrich advises clients on advertising compliance matters and helps brands navigate complex state, federal and local advertising, promotion and consumer protection laws.

Jason Howell counsels clients on marketing, advertising, brand and consumer protection, and regulatory compliance issues, such as advertising claims and substantiation, sale and discount advertising, marketing and sponsorship agreements, product development, contests and sweepstakes, endorsements and influencers, and promotional offers.

Julie Hussey advises clients in high-exposure claims involving product liability, consumer fraud, and false and misleading advertisements and litigation related to injury and damage claims against manufacturers of dietary supplements, tires, paint, and automotive and aviation products.

Ryan Mrazik focuses on litigating for and counseling communications service providers—social media companies, mobile carriers and other communications and storage platforms—on the full range of legal issues those companies encounter regarding the privacy and security of their users' information and content.

Eric J. Weiss represents clients in disputes arising under the Federal Trade Commission Act, the Sherman Antitrust Act, the California Cartwright Act, the Washington Consumer Protection Act and other state consumer-protection laws and advocates on behalf of plaintiffs and defendants in federal courts and arbitration forums nationwide.

Perkins Coie's Consumer Protection practice represents innovative companies and industry leaders that advertise, market and sell products and services to the buying public. The attorneys help clients navigate compliance with the ever-changing field of consumer protection laws, and, when a matter spills into an investigation or active litigation, they resolve the dispute to match the client's goals and preserve the company's market reputation.