

What's the Risk?: Recent Trends in Advertising Class Actions

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Advertising class actions have continued to be a significant concern for virtually every consumer-facing business, with hundreds of new cases filed in the past year across various industries. While it may not be possible to eliminate the risk of being sued, staying on top of the latest trends, including the particular types of claims being targeted in your industry, can go a long way toward being able to mitigate risk and anticipate particularly risky claims that your business should be aware of when making marketing strategy decisions.

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