Katten

11th Legal, Regulatory & Compliance Forum on Dietary Supplements

Presented by the American Conference Institute and the Canadian Institute

June 28–29, 2023

Advertising, Marketing and Promotions partner and chair Christopher Cole will speak on "Class Action Boot Camp: A Comprehensive Guide to Ensuring Class Action Preparedness and Devising Tactical Litigation Strategies" at 2:30 p.m. on Thursday, June 29. The session will cover the continuing trend of dietary supplement class actions, with topics including:

- Designing thorough internal class action preparedness protocols

- Understanding how offensive strategies such as sound advertising claims substantiation practices can be your best defense and nip a class action in the bud

- Tracking government and consumer protection group enforcement activity on which the plaintiff's bar might try to piggy-back

- Predicting when you may be a class action target

- Developing pre-suit defense strategies

- Implementing best practices for navigating pre-suit demand letters and complaints

- Considerations for budgeting and forecasting of litigation costs

- Comprehending how to allocate contractual liability in view of class actions

- Understanding when and how to enlist outside counsel

  - Understanding how to make the "fish or cut bait" decision

  - Which actions are worth fighting and which should be settled right away?

  - Grasping what types of cases settle, which don't, and how much should be paid

Learn more about the 11th Legal, Regulatory & Compliance Forum on Dietary Supplements.

CONTACTS

For more information, contact your Katten attorney or any of the following attorneys.

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