






To: Our Clients and Friends

July 29, 2013

Trends in Advertising Class Actions: Second Quarter 2013

Bryan Cave’s Consumer Protection Group routinely analyzes court and regulatory complaints in order to help clients better understand, and mitigate, the risk of receiving a consumer protection related class action complaint.

As indicated in the charts on the following pages, in the second quarter of the year, complaints concerning dietary supplements and food continue to dominate civil class action filings.¹ Although it is difficult to draw conclusions based upon changes in any one quarter, there are a number of directional shifts that suggest changes in the industries targeted by consumer class action attorneys. Specifically:

Industry	Q1 2013	Q2 2013	Change
Dietary Supplements	15%	24%	 +9
Weight Loss	2%	11%	 +9
Automotive	10%	16%	 +6
Cosmetics	15%	0%	 -15
Food	37%	27%	 -10

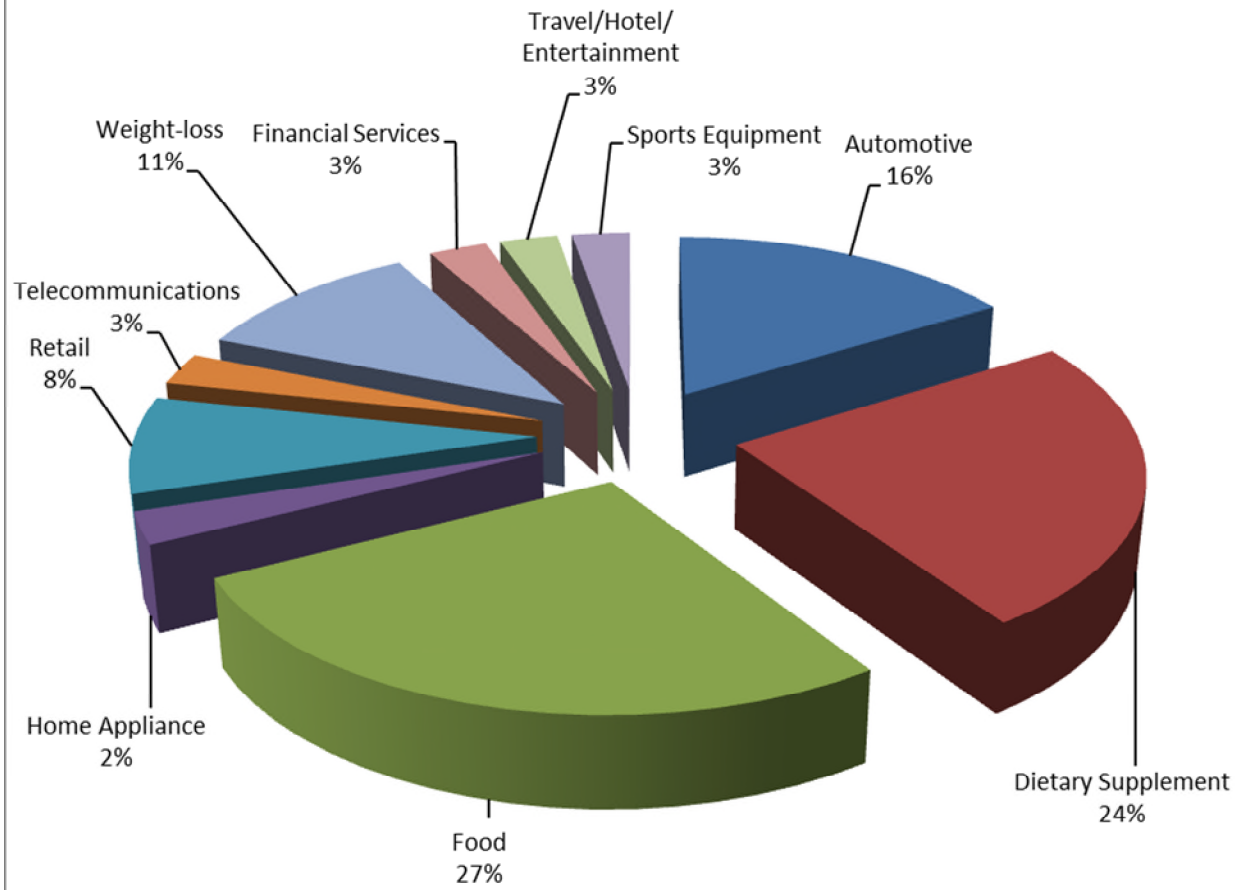
We will continue to monitor these trends throughout the year to see whether they are anomalous to the second quarter, or indicative of a softening in the quantity of cases against food and cosmetic manufacturers, with a rise in litigation in other industries.

For further information concerning trends in advertising class action litigation, or to receive these quarterly updates automatically, please contact [Heather Goldman](#) at 202-508-6311, [David Zetoon](#) at 202-508-6030, or any member of the [Bryan Cave Consumer Protection Group](#).

Bryan Cave's Briefings are available online at www.bryancave.com/bulletins.

¹ Data based upon litigation reported by the Private Advertising Litigation (“PAL”) Committee of the Antitrust Section of the American Bar Association. The numbers and percentages in the accompanying charts are approximate. Although most filings included more than one claim, categorization of claims is based upon what appears to be the primary theory asserted in a case.

Second Quarter 2013 Class Action UDAP Complaints By Industry



Second Quarter 2013 Class Action UDAP Complaints by Category of Claim

