



Class Actions

Today, businesses understand that they face the risk of disputes that are global and multi-faceted. These are rarely confined to one jurisdiction, or one type of exposure: the worst problems permeate multiple jurisdictions. Multinational businesses regularly encounter litigation risks that – with the advent of a class action regime in the UK and the recently announced Collective Redress Directive in the EU, the growth in litigation funding, and the COVID-19 pandemic – are steadily rising. Plaintiffs' lawyers are filing more global class actions or overlapping cases in multiple jurisdictions, and this wave of lawsuits will continue. As a result, prudent businesses are preparing for the likelihood of litigation. DLA Piper is positioned globally to help prevent or solve these problems.

How we can help

As the risk of global class actions grows, businesses are acting now to mitigate their litigation, reputational, and headline risk. DLA Piper's Global Class Action group can help you anticipate and protect against these threats. To better serve our clients, we are monitoring filings, analyzing trends, anticipating future trends, and leveraging our experience across geographies and sectors to help you plan for potential scenarios.

Our deep bench of seasoned class action litigators can help you combat risk in the US and around the world.

Class action and collective redress procedures vary across jurisdictions. Some jurisdictions are steeped in long-standing regulations, and in others, such regulatory regimes are just emerging. Coordination by plaintiffs' counsel to exploit geographic advantages where there are, for example, more lax privilege rules, faster disclosure obligations or less scope to judicially challenge class certification and the like, exacerbates the risks.

To address this great variation, prudent companies seek an experienced team of lawyers on the ground who can help you navigate the issues, in each local jurisdiction as well as across borders and globally. They understand that addressing such global-level threats requires a truly coordinated cross-jurisdiction defense strategy. Leveraging our global platform, the more than 200 class action and collective redress litigators in our integrated team work closely together across multiple jurisdictions where class actions and collective redress litigation is existing or expanding – such as the United States, Canada, the United Kingdom, Australia and many countries in Europe and Asia Pacific. We can quickly assemble the right team for you, coordinate a cohesive defense strategy, and then work together to execute on it.

Comprehensive experience in the substantive claims.

We anticipate that global class actions may involve claims regarding competition, privacy, product liability, consumer actions, and ESG-related issues. We have significant experience defending clients in putative class action litigation asserting a myriad of claims, which allows us to provide comprehensive guidance and proactive advice. Should litigation arise, we can quickly deploy advisors with the most relevant experience in the right jurisdictions to craft an efficient and effective defense tailored specifically to your unique business needs.

Experience in virtually every sector means we understand your business.

Any sector can be the target of a global class action. With regard to lawsuits relating to COVID-19, the plaintiffs' bar has focused on several sectors in bringing COVID-19 related class action lawsuits. Although no sector is immune, to date travel, transportation, insurance, educational institutions, fitness, financial services, technology, manufacturing, and retail companies, among others, are all targets. Our in-depth focus and our deep experience fosters a profound understanding of our client's business environments and can help you combat the specific litigation challenges impacting your sector.

Insights and analysis help you manage or cabin litigation risk.

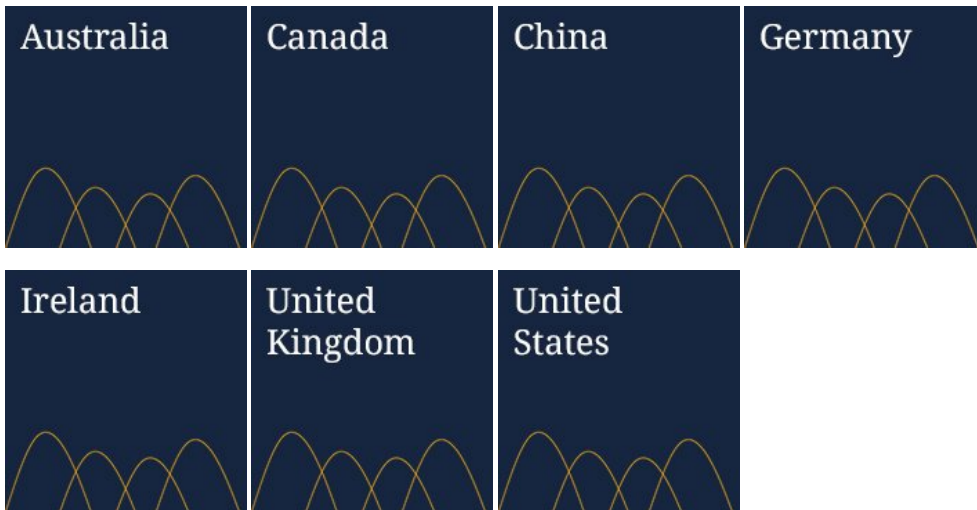
Because of our extensive experience, we can identify and assess trends and gain insight into the strategies of plaintiffs' counsel. We then work with our clients to understand their risk profile in light of emerging claims and suggest ways to mitigate or cabin their risk.

RELATED SERVICES

- Litigation, Arbitration and Investigations
- Data Protection, Privacy and Security
- Cybersecurity
- Antitrust and Competition
- Employment
- Corporate and Securities Litigation
- Telecom
- Corporate Disputes

RELATED SECTORS

- Financial Services
- Consumer Goods, Food and Retail
- Insurance
- Technology



CAPABILITES

Areas of focus for our team include:

- Antitrust and Industrials
- Automotive
- COVID-19
- Consumer Goods (Food and Beverage and Retail)
- Data Privacy and Data Security
- Energy
- Employment
- Financial Services
- Government
- Hospitality and Travel
- Insurance
- Life Sciences
- Media, Sport and Entertainment
- Product Liability
- Securities
- Technology and Telecommunications

EXPERIENCE



Canada

- BDO USA LLP in a proposed class action commenced in Ontario alleging violations of securities laws with respect to purchases and sales of shares of a publicly traded international company in the secondary market. The plaintiffs agreed to dismiss this class action against BDO
- Sino-Forest Corporation in a secondary market class action brought by shareholders in relation to allegations against senior officers of fraud in the company's business activities in China
- Bristol-Myers Squibb in a proposed class action that the Province of British Columbia filed in August 2018 in the provincial Supreme Court against 40 defendants– international pharmaceutical companies, distributors and retailers who are alleged to have manufactured, distributed, marketed, promoted or sold opioids in British Columbia. The province is seeking to recover all healthcare, pharmaceutical and treatment costs in Canada related to opioids during the period from 1996 to the present and is seeking disgorgement of all of the defendants' gains resulting from the alleged wrongful conduct
- Pfizer in a proposed proton-pump inhibitor class action filed in Ontario; we are acting for Pfizer on the PPI matters in the US
- Pfizer and Bristol-Myers Squibb in a proposed class action commenced in Manitoba which asserts a variety of common law claims and statutory breaches (including breach of the Competition Act) with respect to Eliquis, an anti-coagulant drug approved for use in Canada. We are acting in parallel litigation brought in the US
- Air Canada, Lufthansa and Delta Airlines, Inc. in three separate class actions commenced in British Columbia with respect to international fuel surcharges levied on international air travel tickets over a 10-year period. The certification application before the Supreme Court of British Columbia was dismissed and the Court of Appeal upheld

that decision

- Porsche AG in class actions commenced in Nova Scotia, Quebec and British Columbia involving consumer claims relating to diesel engine emissions. These actions were settled in 2018
- Nongshim Co. Ltd. in class actions commenced in both Ontario and British Columbia alleging criminal conspiracy/price fixing with respect to Korean noodles
- Air Canada in a proposed class action commenced in Saskatchewan in which alleging a conspiracy with respect to first bag fees for domestic flights
- Intellipharma International Inc. in a proposed secondary market class action in Ontario brought by shareholders regarding alleged misrepresentations in public statements. This action is ongoing
- An international computer and electronic device manufacturer in a proposed class action brought in British Columbia related to breach of privacy allegations involving Facebook
- Timminco Secondary in a market class action brought by shareholders in relation to alleged misrepresentations in Timminco's financial statements. The case was effectively dismissed on limitation periods, with the Court of Appeal decision becoming the leading case on the issue

United Kingdom

- Groups of institutional investors in relation to claims and other contentious issues arising from the collapse of Abraaj Private Equity
- Unilever in successfully resisting the imposition of liability for mass claims arising out of an attached by armed invaders on the plantation operated by an indirect subsidiary in Kenya
- Miller Argent (an open cast mining company) in successfully resisting an application for a group litigation order made on behalf of 500 residents of Merthyr Tydfil who sought to bring claims of private nuisance in relation to a land reclamation site
- A global bank in resisting an attempt to join it into a group litigation order involving claims for breach of contract and misrepresentation arising from allegedly faulty silicone breast implant surgeries. Our work includes advising the bank on, and managing, a bespoke settlement process
- A global bank, defending discrimination claims brought under the Equality Act 2010 (UK) by Iranian and Pakistani nationals in relation to the termination of banking facilities
- A global bank, defending mass claims alleging the unenforceability of credit agreements
- A UK card acceptance service provider on a data compromise involving an American retail chain, which affected over 50 million cards. Our work focussed on potential tortious and contractual liability, including monitoring US class actions, reputational issues and advising on fraud liability
- Financial institutions in relation to mass mis-selling claims involving allegations of unfair relationship and/or fraudulent misrepresentation
- Multiple financial institutions and global companies, defending mass claims brought under the EU General Data Protection Regulation for data breaches

United States

- Defeated class certification for Porsche Cars North America, Inc. in a case arising from alleged defects in certain Porsche 911 vehicles under the California Consumer Legal Remedies Act and Unfair Competition laws. The court denied class certification on predominance grounds because: (1) the plaintiff failed to prove the alleged defect on a class-wide basis; (2) even if the defect was pervasive, due to warranty replacements and multiple sales of the same vehicles, some putative class members necessarily bought cars with "non-defective" replacement cables, thus individual analysis was necessarily required; (3) reliance could not be presumed on a class-wide basis; and (4) exposure to and reliance upon PCNA's supposed omission required individual inquiry.
- Won dismissal for J. Crew Group, Inc. of a putative class action under federal privacy litigation, the Fair and Accurate Credit Transactions Act ("FACTA"). The plaintiff alleged J. Crew violated FACTA by printing the first six digits and last four digits of his credit card number and sought statutory damages of \$100 to \$1,000 per violation. The plaintiff did not allege that he suffered any actual damages. The court granted J. Crew's motion to dismiss for lack of subject matter jurisdiction pursuant to *Spokeo v. Robins*, holding the plaintiff had not suffered a "concrete" injury. This was the first district court decision within the Third Circuit to address standing under FACTA post-*Spokeo* and the first to make it to the Third Circuit for review, where it is pending.
- Won summary judgment for a technology company in a putative class action alleging violations of federal privacy litigation, the federal Driver's Privacy Protection Act ("DPPA"). The DPPA provides for statutory damages of \$2,500 per violation, so if the plaintiffs had been able to show that the DPPA applied, and that there was a violation, damages could have reached into the billions. Initially, we bifurcated discovery so that the court resolved the named plaintiffs' claims before any class discovery. After limited discovery, the court agreed the named plaintiffs' driver's licenses were not protected by the DPPA and dismissed the case in its entirety.
- Won dismissal of two putative class actions against Quik Park and Icon Parking that alleged certain parking fees were actionable under New York's deceptive practices act and a theory of unjust enrichment. After we filed our motion to dismiss, the plaintiffs agreed to dismiss their claims with prejudice for the payment of a nominal amount.
- Won dismissal for The WhiteWave Foods Company, maker of Silk dairy-substitute beverages, in a putative class action alleging use of the term "almond milk" was deceptive; and that products using that term should have nutritional qualities equivalent to dairy milk or else the product must be called "imitation milk." The court dismissed the action on federal preemption grounds.
- Won dismissal for Massachusetts Mutual Life Insurance Company of a putative class action before even responding to the complaint by demonstrating, through declarations and negotiations with plaintiff's counsel, that there was no certifiable class. The complaint alleged a national class of purchasers of whole life insurance policies with waiver of premium riders that were not refunded premium payments under the waiver when they became disabled. The plaintiff initially sought refunds of thousands of dollars in premium payments for each putative class member, but eventually conceded that there was no circumstance in which he could certify a class.
- Won a victory for Pool Corporation, the largest US distributor of swimming pool construction and maintenance products, in an antitrust class action. In January 2016, we won summary judgment on a claim of horizontal conspiracy under the Sherman Act; in April 2016, we won summary judgment on three claims of vertical conspiracy; in October 2016, the direct purchaser plaintiffs dismissed their appeal voluntarily without any money changing hands after the court granted our motion for summary judgment on the remaining federal and state law claims.
- Won dismissal of a putative shareholder class action brought against Ray Berry and Brett Berry, the founder and chairman of the board and the former CEO of The Fresh Market. After a tender offer of \$1.4 billion for the company, a stockholder challenged the transaction, claiming the directors had breached their fiduciary duties and that Brett Berry had aided and abetted the breach. We moved to dismiss on the ground that the decision by a majority of the stockholders to tender their shares was not coerced and had been fully informed. The matter is now on appeal.
- Defeated certification for Hilton of a putative class action seeking damages ranging from \$18 billion to \$54 billion on allegations it had violated the Telephone Consumer Protection Act by using an automated telephone dialing system to call customers' cell phones. The lawsuit sought statutory damages ranging from \$18 to \$54 billion. We defeated class certification, the plaintiffs appealed, and the Ninth Circuit heard oral argument and dismissed Plaintiffs' appeal in July 2017.
- Obtained a favorable settlement for Groupon, Inc. in 15 putative nationwide class action lawsuits and two state actions coordinated into an MDL. The plaintiffs alleged inclusion of an expiration date on Groupon's "daily deal" vouchers violated national and state laws prohibiting the expiration of gift cards. At the time, the applicability of gift card laws to Groupon's innovative Internet-based business model was not clear, and the challenged "daily deals" made up the majority of Groupon's rapidly growing business. Groupon

settled the matter for \$8.5 million. The Ninth Circuit overturned an initial settlement, and the district court approved an amended settlement in 2016. Implementation of the settlement took place during 2016 and 2017.

- Obtained a favorable settlement for a boutique fitness company in a putative class action alleging the company's sale of classes violated federal and California gift certificate laws, the CLRA and UCL. In response to our first motion to dismiss, the plaintiff dropped claims under the laws of Connecticut, New Jersey, Massachusetts, Florida, Illinois and Maryland. In response to our second motion to dismiss, the court dismissed the CLRA claim. After discovery, the parties briefed class certification, which was pending when the parties went to mediation. In October 2017, the court granted final approval of a settlement in which the company agreed to provide replacement classes and a cash option capped at \$50 each and \$500,000 overall.
- Obtained a settlement and dismissals for The WhiteWave Foods Company in MDL class actions alleging Horizon Organic Milk fortified with DHA Omega-3 fatty acids did not "Support Brain Health," as advertised, and seeking damages in the hundreds of millions. We excluded plaintiffs' sole expert on the merits, then negotiated a novel settlement that included a nominal monetary payment but preserved the client's ability to continue making its "brain health" label claims and included protocols for a third-party monitoring process. In August 2017, a new putative class action was filed challenging the same label claims for Horizon milk; we won dismissal of that action.
- Settled thousands of putative class actions against Omni Hotels under California's Invasion of Privacy Act ("CIPA"). As the CIPA provides \$5,000 in statutory damages per alleged violation, the exposure was approximately \$65 million. The court approved a settlement which entailed no payment of attorneys' fees and class relief of less than \$10,000 in gift cards.

INSIGHTS

Publications

Fatal air pollution: A subject for group actions in the UK?

21 January 2021

It has long been recognised that air pollution, in the form of particulates, and sulphur and nitrogen oxides, has an extremely detrimental effect on health – particularly in heavily populated urban areas with high traffic densities.

US: Four significant developments in arbitration case law

26 October 2020

US-style discovery; compelling arbitration on the basis of equitable estoppel; class-wide arbitration when the arbitration agreement is ambiguous; ongoing use of the US DDCC for ICSID award enforcement.

Class actions make it easier than ever to seek redress

28 July 2020

Businesses should note that they are at risk of increased exposure to claims once group proceedings are permitted in Scottish courts, write Alistair Drummond and Jen Talbot.

Global Class Actions Briefing: Major developments in European consumer protection laws: Product safety and consumer class actions in Europe

15 July 2020

The EU's proposals for a revised EU General Product Safety Directive (the GPSD) and the EU's deal for a Collective Redress Directive (the CRD) point the way to a future of heightened novel risk in Europe of collective redress or, as these claims are popularly known, "class actions".

Preparing for global class actions arising from COVID-19

28 May 2020

The risk to companies of global and cross-border class action and collective redress proceedings is rising.

New era for privacy and data breach Class Actions in the UK

12 May 2020

The recent decision in the *Morrison's* case and the judgment in *Lloyd v Google* have significant implications for the growth of privacy and data protection Class Actions in the UK. If this type of Class Action can progress, the risks for organisations who commit a data breach will be unprecedented.

Post-COVID-19: What to expect in the "next normal"

30 April 2020

Issues that are front of mind, based on an informal survey of some of the largest companies and most influential global business leaders.

Litigation trends and risk management in the COVID-19 era

29 APR 2020

To help our clients anticipate and protect against the threat of litigation in these already difficult times, we are monitoring all COVID-19 related litigation filings, assembling the collective knowledge and experience of our lawyers across DLA Piper's global practices, sectors and jurisdictions to anticipate future trends, and proactively partner with our clients. This client alert provides a brief summary of the litigation trends that have emerged and which we expect will emerge, both in terms of class actions and other litigation, and offers some practical tips to minimize risks based on these developing trends.

Preparing for the COVID-19 class action: Is there an unexpected consequence lurking in your arbitration agreement's poison pill provision?

28 April 2020

Several decisions demonstrate that including a poison pill provision with a class action waiver that waives the right to seek public injunctive relief could render the entire arbitration agreement unenforceable.

Top of Mind: Life Sciences

16 January 2020

Eight big topics that life sciences businesses have been thinking about and how DLA Piper has been covering those stories.

How product liability Class Actions are growing in the UK

18 December 2019

Product liability Class Actions in the UK... In the fourth in a series of films, our Class Actions Group discuss how Class Actions are developing in the product liability space in the UK.

Disputes, Issue 1

October 2019

[DISPUTES](#)

The inaugural issue of *Disputes* examines choice of law and the global class action; the slow death of agency deference; cybercrime via business email; the value of trade secret protection programs; the pre-service removal mechanism; and a significant decision regarding the *McDonnell* "official act" requirement.

Institution of civil class action takes effect in Russia

2 August 2019

On 18 July 2019, the President of Russia signed a law whereby lawsuits can be filed to protect groups of people in civil disputes (so-called "class action suits").

Our UK Class Actions film series

17 July 2019

In the UK, the growing prevalence of Class Actions and the circumstances in which businesses are threatened with them, including changing rules on litigation funding and more flexible procedures, means that Class Actions are becoming a major risk for our clients.

[Events](#)

[Previous](#)

Preparing for global class actions arising from COVID-19

16 June 2020 | 9:00 - 10:30 a.m. ET (Session one) | 8:00 - 9:30 p.m. ET (Session two)
Webinar

Class action landscape in a post-COVID world

19 May 2020 | 12:30 - 1:30 ET
Webinar

Financial Services Class Actions 360°: What is on the horizon in 2019?

8 MAY 2019
London

NEWS

DLA Piper launches Aiscension to help detect and prevent cartel activity in collaboration with Reveal

15 March 2021

- New offering delivers cutting-edge technology from *Reveal* alongside DLA Piper's first-class legal know-how
 - Time and cost savings allow for companies to focus on detection
 - Faster, more effective and better value than traditional technology assisted and manual reviews
-

DLA Piper helps CAPE win High Court claim for seller misrepresentation

9 February 2021

DLA Piper has advised China Agri-Products Exchange Ltd, a company listed on the Hong Kong Stock Exchange, on a complex cross border litigation heard in the High Court of Hong Kong.

DLA Piper strengthens North Asia Arbitration offer with new partner hire

13 January 2021

Global law firm DLA Piper today announces that Tony Andriotis has joined the firm in its Tokyo office as a partner to lead the International Arbitration practice in Japan.

DLA Piper wins TMT Finance M&A Global Telecom Deal of the Year

8 December 2020

DLA Piper is pleased to announce that they have received the TMT Finance M&A Global Telecom Deal of the Year for their representation of T-Mobile and Deutsche Telekom in the T-Mobile-Sprint merger.

'Industry standard' for use of arbitration platforms moves a step closer as pan-firm collaboration receives support

30 November 2020

Plans to standardise the approach to online case management in international arbitration are a step closer to reality, after a draft protocol received positive feedback from an industry-wide consultation.

DLA Piper arbitration practice recognized as world leading by Global Arbitration Review

14 July 2020

DLA Piper has been recognized once again as having one of the world's leading international arbitration practices.

DLA Piper boosts financial services litigation capability with partner hire in Australia

6 July 2020

Global law firm DLA Piper announces that financial services dispute resolution and class actions lawyer Matthew (Matt) Spain has joined the firm, effective today.

Law firms collaborate on industry first to accelerate tech adoption in international arbitration

2 July 2020

DLA Piper is amongst six international law firms which have developed a Protocol to help deliver a globally consistent approach to the use of online case management platforms in international arbitration.

DLA Piper announces partnership promotions for 2020

30 April 2020

DLA Piper is proud to announce that 67 lawyers have been promoted to its partnership. The promotions are effective as of April 1, 2020 in the United States and May 1, 2020 for EMEA and Asia Pacific. The promotions have been made across many of the firm's practice areas in 35 different offices throughout 13 countries.

Across the firm's practices globally, Corporate saw the largest intake of new partners with 19 promotions, followed by Litigation and Regulatory with 15. Intellectual Property and Technology and Finance and Projects had ten and eight promotions respectively, while there were six in Real Estate. Tax and Employment both had four, and there was one in Restructuring.

DLA Piper hires new partners in Australia

23 April 2020

Global law firm DLA Piper today announces that leading tax disputes partner Paul McNab and litigation lawyer John Fogarty will be joining the firm in May.

DLA Piper lawyers named Acritas Stars

10 March 2020

Acritas has named over 200 DLA Piper lawyers as 2020 Acritas Stars. Now in its fourth year, Acritas Stars highlights the stand-out lawyers in private practice as nominated by clients around the world. More than 3,000 senior in-house counsel feed into the nomination process to give a comprehensive view of highly recommended lawyers across the globe.

DLA Piper appoints Head of Global Government Affairs team

6 March 2020

DLA Piper announces the strengthening of its Global Government Affairs team with the appointment of Richard Sterneberg who will head up the team in its Brussels office. Richard brings with him over 20 years of experience working in Brussels as a global government affairs expert.

DLA Piper senior associate Wincen Santoso admitted as a Fellow of the Chartered Institute of Arbitrators (CI Arb), the United Kingdom

17 December 2019

DLA Piper is pleased to announce that Wincen Santoso, an Indonesian and New York qualified senior associate in Singapore, has been admitted as a Fellow of the Chartered Institute of Arbitrators (CI Arb), the United Kingdom, a leading professional membership organization representing the interests of alternative dispute resolution practitioners.

DLA Piper launches its Global Litigation Guide

3 December 2019

DLA Piper has launched its 'Global Litigation Guide', which covers aspects of civil litigation in 30 jurisdictions worldwide.

DLA Piper announces launch of Artificial Intelligence practice

14 MAY 2019

DLA Piper announced today the launch of its Artificial Intelligence practice, which will focus on assisting companies as they navigate the legal landscape of emerging and disruptive technologies, while helping them understand the legal and compliance risks arising from the creation and deployment of AI systems.
