



→ Abby Meyer

Associate

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Abby Meyer is an associate in the Business Trial Practice Group and the lead associate for the firm's Food & Beverage team. She is also a member of the firm's Class Action Defense, Cannabis, and Healthcare teams.

Areas of Practice

Abby's practice focuses on complex civil litigation, business disputes, and consumer class action defense. She has represented companies in the food and beverage industry, cosmetics/beauty/personal health industry, cannabis industry, software industry (companies and developers), the energy industry, the financial industry, and the entertainment/sports industry. Her clients have faced breach of contract, fraud, misrepresentation, construction defect, and lender liability claims. On the class action side, she has defended against alleged violations of California's Unfair Competition Law, False Advertising Law, Consumers Legal Remedies Act, and similar alleged violations of other states' laws.

Abby is involved with all aspects of case management, from case filing to trial, to appellate practice. She handles cases in both state and federal court, and also in the arbitration context. With Abby's assistance, her clients have reached favorable outcomes including favorable settlements and even dismissal of cases at the summary judgment phase.

To help her clients make the best strategy decisions (both during litigation and as part of litigation avoidance planning), Abby makes a point of learning her clients' businesses and tracks litigation and enforcement trends affecting their industries. Her goal is to give legal advice that also helps her clients achieve their business objectives.

In addition to her legal practice, Abby is an advocate for women and parents. She co-chairs the firm's OC Families group, which provides resources to the Orange County office's parents and coordinates family-friendly events for colleagues, clients, and their families. She previously served as co-chair of the Orange County Bar Association's Mommy Esquire committee and served for several years as a director of the board for the Orange County Women Lawyers Association.

Honors

Ones to Watch – Construction Law, *Best Lawyers*, 2021, 2022

Southern California Rising Star, *Super Lawyers*, 2020-2021

Experience

- Following scorched-earth litigation related to an easement and involving seven parties, drafted, argued and won summary adjudication of all claims against our client, ending our client's involvement in the matter; argued and affirmed on appeal (*Rickley v. Gulf Oil Corp.*, 2021 Cal. App. Unpub. LEXIS 1307).
- Represented beverage retailer in false advertising class action. Prevailed on motion for summary judgment.
- Represented specialty foods manufacturer in false advertising class action. Prevailed on motion to dismiss.
- Obtained a complete defense verdict for a financial institute following a downtown Los Angeles jury trial in a wrongful foreclosure action.

Articles

- GUEST ARTICLE: Made in America... A guide to avoiding legal hot water with origin claims
Food Navigator USA, 08.02.2021
- Trade secrets...How do you protect recipes and product formulations?
Food Navigator, 07.07.2021
- 9th Circ. Clarifies What Consumers Must Read On Labels
Law360, 01.21.2021
- The Scoop on All that Vanilla Flavor Litigation
Food Navigator, 01.13.2021
- No Reason to Blush
Happi, 08.03.2020
- FDA In Review – Highlights for Food and Other FDA-Regulated Companies
Association of National Advertisers, 11.2019

Class Action Defense Strategy Blog Posts

- "It's Not Pop Secret, Ninth Circuit Affirms that Plaintiff Didn't Have a Leg to Stand On," December 10, 2020
- "Avoiding Formation Challenges To Your Arbitration Clause With Consumers," July 20, 2020
- "Questions To Ask When Changing Your Arbitration Clause," June 29, 2020
- "An Arbitration Clause Health Check," June 22, 2020
- "'Happy Cows' False Labeling Theory is Just 'Half Baked': Court Dismisses False Advertising Claims Against Ben & Jerry's," May 12, 2020
- "CBD Industry Beware: The False Labeling Class Action Has Arrived," September 30, 2019
- "Spate of Recent False Advertising Class Actions Take On Animal Treatment Label Claims," August 19, 2019
- "Lack of Standing Dooms Organizational Plaintiffs' False Advertising Claims; Such a Challenge Can Be Brought at Any Time," August 5, 2019
- "Ninth Circuit Confirms Plaintiffs Are Not Required to Undermine Defendant's Evidence to Withstand Summary Judgment in False Labeling Class Actions," January 14, 2019
- "'I'll Be Back;' Ninth Circuit Gives Arnold Schwarzenegger-Branded Supplement Purchasers Another Shot to Pursue UCL, FAL, CLRA and Warranty Claims," October 18, 2018

- "Are credits coupons? The Ninth Circuit Says Yes in Calculating Total Value of Class Action Settlements," October 17, 2018
- "Ninth Circuit Confirms that Class Action Plaintiffs Must Plausibly Establish Future Intent To Re-Purchase To Maintain Claims for Injunctive Relief," June 26, 2018
- "Seventh Circuit Holds Footlong Settlement Falls Short," September 20, 2017

Healthcare Law Blog Posts

- "HIMSS19 Kicks-Off Addressing Leading Topics in Healthcare Information Technology," February 13, 2019

Media Mentions

Law360's Weekly Verdict: Legal Lions & Lambs

Law360, 01.12.2018

Starbucks Wins Toss Of Underfilled Latte Class Action

Law360, 01.05.2018

Speaking Engagements

- Speaker, "Class Action Developments in Flavors, Geographic Origin Claims, and More," Food Advertising, Labeling, and Litigation Conference: For the Food and Dietary Supplement Industries, September 28, 2021
- Speaker, "The Evolving Reasonable Consumer Standard, Developments in Preemption, and Other Litigation Trends," Food Advertising, Labeling, and Litigation Conference, September 22, 2020
- Speaker, "Plastic and Single-Use Legislation and Litigation," 10th Annual Food, Beverage, and Supplements Virtual Regional CLE Program, May 25, 2021

Events

Food Advertising, Labeling, and Litigation Conference: *For the Food and Dietary Supplement Industries*
Virtual, 09.28.2021

Plastic and Single-Use Legislation and Litigation
10th Annual Food, Beverage, and Supplements Virtual Regional CLE Program
05.25.2021

Product Labeling & Advertising Claims Check-Up
Webinar, 10.14.2020

Food Advertising, Labeling, and Litigation Conference: *For the Food and Dietary Supplement Industries*
FDLI Virtual Event
September 22-24, 2020

Memberships

Member, Food & Drug Law Institute California Programs Planning Committee

Member, Orange County Bar Association

Co-Chair, Orange County Bar Association's Mommy Esquire Committee

Past Member of Board of Directors, Orange County Women Lawyers Association

Podcasts & Webinars

Product Labeling & Advertising Claims Check-Up Webinar

10.14.2020

Class Action Threats Facing the Consumer Finance Industry in the Age of COVID

06.25.2020

Practices

Litigation

Class Action Defense

Industries

Cannabis

Energy, Infrastructure and Project Finance

Food and Beverage

Healthcare

Education

J.D., University of California, Los Angeles, 2013

B.A., Cinema-Television (Critical Studies), University of Southern California, 2007, *magna cum laude*

B.A., University of Southern California, 2007, *magna cum laude*

Clerkships

Prior to working at Sheppard Mullin, Mrs. Meyer worked for the Honorable Andrew J. Wistrich of the U.S. District Court for the Central District of California as an extern in 2011.

Admissions

California

U.S. District Court for the Central District of California

U.S. District Court for the Northern District of California
U.S. District Court for the Southern District of California
Ninth Circuit Court of Appeals