

A Bad Romance: Lady Gaga Sued Over Tsunami Relief Charity Wristbands

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Two attorneys from the Michigan-based 1-800-LAW-FIRM recently filed a class action lawsuit against Lady Gaga and her corporate partners in connection with the promotion and sale of wristbands to benefit victims of the March 2011 earthquake and tsunami in Japan.

“We Pray for Japan” wristbands are available for purchase for \$5 through Lady Gaga’s official website, which represents that “all proceeds go directly to Japan relief efforts.” The plaintiff, on behalf of herself and all others who purchased a wristband, claims that the defendants retained a portion of the \$5 donation; inflated reports of the total amount donated; imposed shipping charges in excess of the amount required to ship the items (and kept that excess amount for themselves); and wrongfully taxed the donations. Companies engaged in commercial co-ventures – the offering of a product for sale in connection with a donation to a charitable organization – and cause marketing campaigns should track the case and consider whether to make adjustments to their own campaigns.

Click here to read more about the [allegations filed against Lady Gaga](#) in this class action lawsuit.