

Advertiser Self-Regulation And Class Actions: Parts 1, 2 and 3

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Partner [John Villafranco](#) and senior associate [Glenn Graham](#) co-authored the *Law360* three part series “Advertiser Self-Regulation And Class Actions.” [Part one](#) discusses correlating NAD and Class Action Filings. Since January 2013, there have been 474 cases closed at the NAD, with 384 resulting in an adverse NAD decision. [Part two](#) examines and analyzes the timing of specific class action filings to get a better sense of whether the adverse NAD decision may have been a substantial contributing factor. The [third and final part](#) looks at which firms are filing class actions, and if an NAD decision can have any influence on a federal court’s analysis of a cause of action.