Apple AI Washing Cases Signal New Line of Deception Litigation

Ioana Gorecki

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Special Counsel Ioana Gorecki was quoted in the article “Apple AI Washing Cases Signal New Line of Deception Litigation” published by Bloomberg Law. The piece examines the emerging wave of consumer deception litigation targeting artificial intelligence (AI) marketing claims, including recent lawsuits alleging that Apple exaggerated the capabilities of its new “Apple Intelligence” suite, making some of the first cases to test so-called “AI washing.”

Ioana noted that companies should examine AI marketing statements through the lens of the reasonable consumer standard used to assess misrepresentations generally, emphasizing that “it’s really about just applying the very traditional standard for deceptive practices.” She cautioned that as consumer expectations evolve rapidly, businesses must ensure their AI claims are both substantiated and accurate.

Read the full article here.