

# False Urgency, Real Risk: Navigating the Rise of Email Marketing Lawsuits

Zoom Webinar

Firm Event

May 12, 2026 from 2:30 pm to 3:00 pm (EDT)

The recent surge in email marketing lawsuits has put retailers and brands on high alert. Following the Washington Supreme Court's decision in the *Brown v. Old Navy* case, plaintiffs have filed more than 100 lawsuits alleging that a broad range of retailers across industries sent emails with subject lines that violate Washington's Commercial Electronic Mail Act ("CEMA") and similar statutes in other states. As litigation continues to evolve, the stakes remain high for companies that rely on email marketing to drive sales.

Join Kelley Drye Partners [Gonzalo Mon](#) and [Geoffrey Castello](#) on May 12 for a timely discussion unpacking this fast-moving litigation trend. This webinar will explore what plaintiffs' attorneys are focused on, what the latest legislative amendments mean for pending and future claims, and what companies can do now to assess risk and adapt their email practices.

Topics will include:

- The Washington Supreme Court's *Brown v. Old Navy* decision and its ripple effects
- Why subject line lawsuits have surged and spread to other states
- What subject lines are getting the most attention  
Recent amendments to CEMA
- Practical steps companies can take now to mitigate risk in email campaigns

To view the Zoom recording, [click here](#).

To view the presentation slides, [click here](#).

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