

The National Advertising Division's Connection with Identifying and Avoiding Consumer Litigation Risks

by Kent J. Schmidt and Fara Sunderji

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Consumer litigation risks are a significant concern for companies selling products and services for personal use, including consumer class action lawsuits, as well as scrutiny and enforcement actions from the Federal Trade Commission, state attorneys general, and district attorneys. Mitigating these risks requires understanding how self-regulatory organizations (SROs) work. In this episode, Kent Schmidt interviews Dorsey Partner Fara Sunderji on SROs, focusing on the National Advertising Division (NAD) of the Better Business Bureau, exploring how NAD handles complaints, coordinates with the FTC, and serves as a resource in understanding and defending against consumer litigation risks.

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