

## Consumer Fraud

The firm represents clients in the defense and prosecution of a wide array of consumer fraud matters. Our litigation team has considerable expertise in the New Jersey Consumer Fraud Act (CFA), which protects businesses as well as individual consumers from deceptive, misleading, and fraudulent business practices. We focus on the representation of businesses in the prosecution and defense of claims under the CFA. For consumers who have suffered ascertainable losses due to fraudulent activities such as false advertising, the misrepresentation of products or services, or bait-and-switch scenarios, the CFA provides for the recovery of treble damages (three times the actual loss), along with attorney's and court fees. For businesses accused of consumer fraud, the impact of those claims can bring significant financial and reputational damage.

Our litigators aggressively defend clients facing CFA claims, developing a tailored strategy to achieve a favorable resolution, minimize financial exposure, and mitigate impacts to the business's reputation.

### Practice Team



**Darren C. Barreiro**

Partner  
732.476.2424  
dbarreiro@greenbaumlaw.com



**Dennis A. Estis**

Partner  
732.476.2510  
destis@greenbaumlaw.com



**Barry S. Goodman**

Partner  
732.476.2560  
bgoodman@greenbaumlaw.com



**Conor J. Hennessey**

Partner  
732.476.2482  
chennessy@greenbaumlaw.com



**Irene Hsieh**

Partner  
732.476.2462  
ihsieh@greenbaumlaw.com



**John D. North**

Partner  
732.476.2630  
jnorth@greenbaumlaw.com



**Steven Nudelman**

Partner  
732.476.2428  
snudelman@greenbaumlaw.com



**Meredith C. Sherman**

Partner  
732.476.2672  
msherman@greenbaumlaw.com



**Charles J. Vaccaro**

Partner  
732.476.3338  
cvaccaro@greenbaumlaw.com



**Amory R. Blank**

Associate  
732.476.2386  
ablank@greenbaumlaw.com