


## 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 Leaders

A professional headshot of Darren C. Barreiro, a man with short brown hair, wearing a dark suit jacket over a white shirt.

**Darren C. Barreiro**  
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A professional headshot of John D. North, an older man with white hair, wearing a dark suit jacket, a light blue shirt, and a striped tie.

**John D. North**  
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### Practice Team



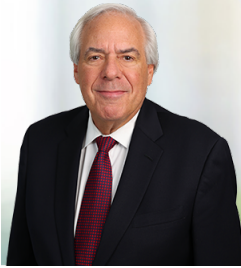
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## **Experience**

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## **Representative Matters**

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- Representing a major property company and its affiliates in a series of Consumer Fraud Act and construction-defect lawsuits arising from the development and sale of luxury condominium units along Jersey City's Hudson River "Gold Coast." The matters involve claims under the New Jersey Consumer Fraud Act, Planned Real Estate Development Full Disclosure Act, and related tort and contract theories, including alleged construction defects, loss of New York City views, and unit size disputes. Several cases have been tried to verdict and others resolved through settlement; current litigation involves claims by 19 plaintiffs alleging unit size discrepancies.
- Successfully defended a leading auto finance lender in class action litigation challenging vehicle repossession practices under the UCC, Consumer Fraud Act, and Truth in Consumer Contract Warranty and Notice Act.

## Insights & More

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### Client Alerts

[A Deeper Dive: Definitions and Consequences of "Price Gouging" During COVID-19 in NJ and the Greater Tri-State Area](#)

3.31.20

### Seminars & Events

[Small Print, Big Impact: Using Smart Boilerplate Provisions in Effective Commercial & Consumer Contracts](#)

9.11.25

[Construction Law Symposium](#)

6.25.24

[Laws Affecting Residential Real Estate Construction in New Jersey](#)

11.14.21