



Ronald Y. Rothstein

Partner

Chicago

+1 312-558-7464

Ron is a first-chair trial attorney with experience in complex commercial matters. He is recognized for his “heavy-duty trademark and false advertising disputes” (*World Trademark Review*). Beyond litigation in trademark and false advertising, he has served as first-chair trial counsel in class action and multidistrict class action litigations.

Ron is co-head of the firm’s Food and Beverage Group. He concentrates his practice on consumer class action and Lanham Act false advertising litigation; matters before the Federal Trade Commission, Food and Drug Administration, and Consumer Product Safety Commission; trademark, trade secret, patent, and copyright litigation; and advertising challenges before the National Advertising Division and the National Advertising Review Board.

Ron represents several of the nation’s best-selling food and beverage companies, packaged food makers, restaurant chains, bakeries, dairies, wineries, breweries, distilleries, distributors, toy manufacturers, auto parts manufacturers, prescription and nonprescription drug manufacturers, leading quick service restaurants, automotive antifreeze manufacturers, financial services companies, big-box hardware retailers, leading tax preparation service providers, advertising agencies, major consumer products companies, and leading consumer electronics manufacturers in high-profile cases in federal district courts and state courts across the United States. He has also served as first-chair trial counsel in high-profile class action and multidistrict class action litigation.

Ron frequently handles federal litigation involving requests for temporary restraining orders and preliminary injunction motions and has successfully sought and defended expedited trials on such motions in federal courts across the United States.

Key Matters

One notable representation by Ron is his role as first-chair trial counsel in a multidistrict class action litigation involving a high-profile consumer product recall involving a popular children's toy and investigation by the Consumer Product Safety Commission.

Recent Experience

The J.M. Smucker Company Beats False Advertising Class Action

Dismissal Obtained for Consumer Class Action Involving Ingredient False Labeling Claims

Recognitions

Since 2013, Ron has been listed in the *World Trademark Review* WTR 1000. In WTR, clients describe Ron as “indomitable” and a “seasoned litigator [who] conducts trademark suits across the country on behalf of a diverse set of patron. He is also admired in the closely related field of false advertising.” “Ron champions creative strategies that other lawyers do not have the experience or confidence to try—and he achieves superior results.”

Ron was recognized in 2016 and 2017 by corporate counsel as a top pick for delivering stellar client service while working tough cases, earning a spot on the BTI Client Service All-Stars. In addition, he has been recognized in *The Legal 500 US* in the area of Advertising and Marketing Litigation and also in *Super Lawyers* as a Chicago “Rising Star.”

Ron is a member of the practice group named by Law360 as “Consumer Protection Group of the Year.”

Credentials

EDUCATION

Ron received a J.D., *cum laude*, from Valparaiso University School of Law in 1994 and an LL.M. from the George Washington University Law Center in 1998. He received a B.A. in political studies, with honors, from the University of Manitoba in 1991.

ADMISSIONS

- District of Columbia
- Illinois
- New York

LANGUAGES

- French

Related Insights & News

Ron's speaking engagements include:

- "Case Updates and Current Hot Litigation Issues: Slackfill and Sugar War," FDLI's Food Advertising, Labeling, and Litigation Conference, Washington, D.C., Sept. 26, 2018
- "Defending Class Actions and Pre-Suit Demand Letters: What Works and What Doesn't?," ACI's Food Law: Regulation, Litigation, and Compliance, Chicago, IL, April 24, 2018
- "It's Raining Cats and Dogs! Increasing Litigation Against Pet Food Companies," Grocery Manufacturers Association Legal Conference, New Orleans, LA, Feb. 28, 2018
- "The Importance of Cybersecurity in the CPG Industry," Grocery Manufacturers Association Legal Conference, San Diego, CA, Feb. 28, 2017
- "Advertising and Labeling Trends," FDLI's Food Advertising, Labeling, and Litigation Conference, Sept. 14, 2016
- "Class Actions – From Filing to Damages," CLE International Food Law Conference, Washington, D.C., March 18, 2016
- "Demonizing Ingredients and the Creation of New Legal Challenges," Grocery Manufacturers Association Legal Conference, Rancho Mirage, CA, Feb. 24, 2016
- "Advertising and Labeling Trends and the Next 'Natural,'" FDLI's Food Advertising, Labeling, and Litigation Conference, Chicago, IL, Sept. 24, 2015
- "Advertising Enforcement," FDLI's Food Week Conference, Washington, D.C., Feb. 24, 2015
- "Class Actions and Consumer Foods," BAA/PMA Marketing Law Conference, Chicago, IL, Nov. 7, 2014
- "Food Fight! Review of Key Cases in 2014," Food Advertising: Claims, Litigation and Strategies Conference, New York, NY, Oct. 8, 2014
- "Food Labels Under Assault: Trends in Food Labeling Class Action Litigation," Chicago Bar Association Class Action Committee Meeting, May 28, 2014
- "Avoiding, Managing, and Settling Class Action Litigation," GMA Litigation Conference, Dana Point, CA, Feb. 26, 2014
- "Hot Topics from the Summer: *Fresenius USA, Inc. v. Baxter Intern., Inc.*; *Ultramercial, Inc. v. Hulu*; *Commill USA, LLC v. Cisco Systems, Inc.*; *Coach, Inc. v. Goodfellow*; Patent Reform Bills Currently Pending on Capitol Hill," Navigant IP Roundtable, Chicago, IL, Oct. 24, 2013
- "Class Action Litigation Update," Grocery Manufacturers Association 2013 Litigation Conference, Miami, FL, Feb. 19–21, 2013
- "Copycat Private Class Actions: Making and Breaking the Links," American Bar Association, 2013 Consumer Protection Conference, Washington, D.C., Feb. 7, 2013
- "Food Advertising, Labeling and Nutrition: What To Expect in 2013, Trends in Litigation," Moderator, FDLI's Food Advertising, Labeling, and Nutrition Conference, 2013 Food Advertising Conference, Food Week, Washington, D.C., Feb. 6, 2013
- "A Concise and Practical Review of U.S. Case Law Trends," Canadian Institute, Advertising and Marketing Conference, Toronto, Canada, Jan. 23–24, 2013
- "Food Advertising: Claims, Litigation and Strategies," Moderator, FDLI's Food Advertising: Claims, Litigation and Strategies Conference, New York, NY, Nov. 15, 2012
- "Government Cases and Class Actions: Making and Breaking the Links," American Bar Association, 2012 Annual Meeting, Antitrust Law Section, Chicago, IL, Aug. 2–7, 2012

- “Managing Liability in an Increasingly Litigious Environment: Class Actions, State Attorneys General, and Lanham Act Cases,” Food and Drug Law Institute, Food Week 2012, Washington, D.C., Jan. 23–26, 2012
 - “Deterring and Defending Against the Growing Nightmare of Consumer Class Action Litigation,” American Conference Institute, Litigating and Resolving Advertising Disputes Conference, New York, NY, June 22, 2011
 - “False Advertising: The Lanham Act Preliminary Injunction Hearing,” American Bar Association, 2010 Spring Meeting, Antitrust Section, Washington, D.C., April 21–23, 2010
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RECOGNITIONS

Winston & Strawn Trademark Team Recognized in the *WTR 1000* 2024 Rankings

FEBRUARY 6, 2024

RECOGNITIONS

Winston & Strawn Recognized in *The Legal 500 U.S.* 2023

JUNE 7, 2023

RECOGNITIONS

Winston & Strawn Trademark Team Recognized in *WTR 1000* 2023 Rankings

FEBRUARY 21, 2023

CLIENT SUCCESS

Winston Defeats Series of Consumer False-Advertising Class Actions Alleging Kraft Misled Consumers by Mislabeling Its Bagel Bites Pizza Snacks

AUGUST 3, 2022

RECOGNITIONS

Winston’s Trademark Practice Recognized in 2022 *WTR 1000* Rankings

FEBRUARY 28, 2022

BLOG

Winston & Strawn Launches Class Action Insider

SEPTEMBER 20, 2021

RECOGNITIONS

Winston & Strawn Recognized in *The Legal 500 U.S.* 2021

JUNE 10, 2021

RECOGNITIONS

Winston Attorneys Recognized in 2021 *WTR 1000* Rankings

FEBRUARY 24, 2021

RECOGNITIONS

Winston & Strawn Recognized in *The Legal 500 U.S.* 2020

NEWS

Winston Wins Dismissal for The J.M. Smucker Company in Proposed Class Action
APRIL 7, 2020

RECOGNITIONS

Winston Attorneys Recognized in 2020 *WTR 1000* Rankings
FEBRUARY 26, 2020

SPEAKING ENGAGEMENT

Ron Rothstein Speaks at Consumer Brands Association Legal Forum 2020
FEBRUARY 24-26, 2020

Capabilities

Intellectual Property	Antitrust/Competition	Litigation/Trials
Trademark Litigation, Prosecution & Brand Protection		Class Actions & Group Litigation
Advertising Litigation	Food & Beverage	