



THE BAR ASSOCIATION OF
SAN FRANCISCO

The Bar Association of San Francisco's Lunch and Learn series present

Navigating the New E-Commerce Minefield

Litigation Trends and Mitigation Strategies

SPEAKERS

Merrit Jones

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Goli Mahdavi

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Stan Koppel

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TOPICS:

- Identify and anticipate key e-commerce litigation risks, including emerging claims related to fees, pricing practices, digital tracking technologies, and marketing disclosures
- Apply practical compliance and risk-mitigation strategies to reduce exposure under state and federal consumer protection laws, including automatic renewal statutes and privacy regulations
- Navigate evolving regulatory enforcement trends, particularly in California and Washington, affecting marketing emails, transparency, and consumer disclosures
- Assess and manage new legal risks tied to technology, such as algorithmic pricing scrutiny and intellectual property issues arising from the use of AI in advertising
- Advise business clients more effectively by translating complex legal developments into actionable guidance for e-commerce and digital marketing operations

Thursday, September 24, 2026

MCLE Registration: 11:30 a.m. - 12:00 p.m.

In-Person Program: 12:00 - 1:15 p.m.

MCLE: 1 Hour

To receive MCLE credit, you must sign in during the designated MCLE registration period. This activity is approved for Minimum Continuing Legal Education credit by the State Bar of California. BASF is a certified provider. Provider #103



Location

In-Person

BASF Offices

50 Fremont Street, Suite 1700
San Francisco, CA



Pre-registration is required.

Cost

FREE BASF Members

\$50 Non-members

All prices increase \$10 on the day of the program.

Register online: www.sfbars.org/calendar



All are welcome, varying rates apply based on membership status.

Event Code: G261617D

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