

In The News

Ellen Robbins and Scott Allbright Discuss Retail Email Lawsuits in *Bloomberg Law*

November 4, 2025

Akerman Partner [Ellen Robbins](#) and Special Counsel [Scott Allbright](#), both of the Litigation Practice Group, contributed to *Bloomberg Law*'s "Practitioner Insights" on the rise of consumer class actions targeting retail marketing emails under state commercial electronic mail laws. They examine the Washington Supreme Court's decision expanding liability for misleading subject lines under the state's Commercial Electronic Mail Act (CEMA) and note similar risks in Florida, California and other states.

As the holiday marketing season begins, Ellen and Scott advise retailers to ensure promotional email subject lines accurately reflect offer details to limit litigation risk and penalties under state and federal regulations.

[Click here to view this news.](#)

Related People

Scott E. Allbright, Jr.
Ellen S. Robbins

Related Work

Litigation

Related Offices

Los Angeles
Miami