



**Benesch's diverse Retail & E-Commerce team represents companies spanning Fortune 500 brands and luxury retailers to manufacturers, e-commerce start-ups, and brick-and-mortar boutiques. We understand the challenges of a rapidly evolving market and provide comprehensive legal and business services, allowing our clients to focus on what matters most: running their businesses.**

To stay relevant and competitive, brands must distinguish themselves in a crowded marketplace, considering how they can create value, mitigate risk, and anticipate threats while protecting and enhancing their customer experience. Marketing and advertising, employee engagement, compliance, and consumer data protection are just a few areas where strategic business opportunities can become crippling vulnerabilities if not managed with precision. Retailers need a law firm that moves as quickly as they do and attorneys who consider the economic, legal, global, and regulatory factors that play into every business decision.

The attorneys who make up Benesch's Retail & E-Commerce Group have decades of experience defending retailers in high-stakes litigation, advising on new regulations, anticipating risks, identifying emerging opportunities, and positioning them to compete in a global, digital-first marketplace. Consequently, we provide a valuable industry perspective and deep historical knowledge of the business and legal regime. Many other law firms accommodate retail and e-commerce clients through other practice areas; Benesch is one of the only firms in the country to offer a dedicated Retail & E-Commerce Practice Group in which

several attorneys work exclusively for retailers. And because we work with so many retailers, we are often the first to know about new issues hitting the retail industry. This allows us to warn other clients once we learn about litigation trends or other risks and help our clients proactively implement protective measures.

Members of our group have been named **Retail & E-Commerce "MVPs" by Law360**, are on the **Board of Directors of the California Retailers Association**, and are frequently called upon by organizations such as the **National Retail Federation** for their thought leadership. Several members of our team joined Benesch after previously serving in in-house roles at prominent retailers and e-commerce companies (including Uber, Hyatt Hotels, sweetgreen, Walgreens, FTD, and GOLO).

In a rapidly transforming industry, Benesch's Retail & E-Commerce Group stands out for its forward-thinking approach. We help our clients stay ahead of the curve by not only reacting to changes in the retail landscape, but also anticipating them. From navigating the complex privacy issues and data breaches to advising on advertising and marketing strategies, our attorneys are equipped to tackle the industry's greatest challenges.