

## Sultz Law Group Woos Back Commercial Litigator

By **Chart Riggall**

Law360 (May 11, 2023, 12:30 PM EDT) -- New York-based Sultz Law Group PC announced it has brought back a former associate and commercial litigator to the firm, this time as a partner.

Jeremy Francis returns to Sultz after a stint at Ganfer Shore Leeds & Zauderer LLP, and will rejoin his old firm to bolster its high-output class action practice and other civil litigation work.

A former prosecutor in New York City, Francis told Law360 Pulse on Thursday that aside from the offer of a partnership, he was drawn back to Sultz by the firm's flexibility and variety of practice areas.

"I pride myself on being a bit of a generalist," Francis said. "Something I enjoyed, certainly during my first stint at Sultz Law Group, was the breadth of practice. You know, they're a very small firm, but they will do almost anything.



Jeremy Francis

"Obviously, their bread and butter is the plaintiffs-side class action, but there's a whole other part of the firm that will do defending TCPA actions, corporate contract work — every once in a while we'll pick up some personal injury on the defense or the plaintiffs side — so I think I missed, to some degree, the ability to dip my toe in a lot of different pools," he added.

Francis attended Vanderbilt Law School, and said he spent about four years in the Kings County District Attorney's office before making the jump to private practice. He briefly worked at a personal injury firm before joining Sultz for the first time in 2017.

At the time, Francis said, Sultz was "making waves — and making law, frankly — in the natural advertising space. A lot of what they do is consumer protection and false advertising mislabeling."

Among the cases Francis worked on during his first outing with the firm was a lawsuit against sandwich chain Pret A Manger, arguing its "natural" labels were misleading because its food contained GMOs.

Francis joined Ganfer Shore in 2021, but said he found the firm "rigid in terms of its hierarchy and workflow," with the direction of cases being directed largely by the partners. At Sultz, by contrast, "even as an associate, they let me take things and run with them," he said.

"My example of that has always been, I argued before the Ninth Circuit [in] the remote argument during the pandemic, which is something I don't think a lot of firms would allow an associate to do," Francis added.

Francis flagged work like litigation over benzene in sunscreen products and "forever chemicals" in foods and packaging as recent class action areas of note for Sultz. In just the last few months, the firm has filed suit against Unilever and Banana Boat for benzene contents in their products, and Kerrygold butter, Capri Sun, and Wonderful POM pomegranate juice for allegedly using PFAS, so-called forever chemicals.

"The idea again, just as they did with the natural cases, is to make the law in this area. Right now, it's a muddle. They've got some good decisions, they've got some bad decisions," Francis said.

Then there's the realm of COVID-era college tuition cases — students who have sued their schools arguing they paid for services they didn't receive during the pandemic.

"We're getting different decisions on the exact same subject matter all over the country," Francis said, "so it's a bit of a Wild West. But all those things make it exciting, you know? Certainly I wish there were good case law everywhere, but it's almost more fun when you have to dance around some of the bad stuff as well."

--Editing by Marygrace Anderson.