



## R. Samuel Stein

### SENIOR COUNSEL

Alexandria

202.399.1009

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### RELATED SERVICES

- Business Transactions
- Advertising & E-Commerce
- Consumer Financial Services
- Artificial Intelligence

### OFFICES

- Alexandria

### OVERVIEW

R. Samuel Stein is Senior Counsel in the Alexandria office of GRSM and a member of the Advertising & E-Commerce, Commercial Litigation and Artificial Intelligence practice groups.

Samuel provides practical legal advice for his clients on issues surrounding their advertising, labeling, e-commerce, promotions, copyright and trademark protection, and marketing communications. He has extensive knowledge of the law governing the sale and promotion of consumer products and services, including the Food, Drug, and Cosmetic Act (FDCA), Federal Hazardous Substances Act (FHSA), Federal Trade Commission Act (FTCA), Consumer Product Safety Act (CPSA), and Restore Online Shoppers Confidence Act (ROSCA). Samuel routinely represents producers of food, dietary supplements, cosmetics, CBD and other cannabinoids, clothing, household cleaning products, telemarketers, and financial publishers, among others.

Working with the Advertising & E-Commerce team, and with an eye toward understanding everyday

business issues, Samuel helps his clients develop successful advertising and marketing campaigns while mitigating the risk of public and private enforcement actions. Samuel also provides a voice for clients that take interest in government rulemaking procedures by submitting comments in response to proposed rule changes that may affect their business practices on a global scale. In the event his clients face investigations and lawsuits brought by the Federal Trade Commission (FTC), state attorneys general, and private citizens in both individual and putative class actions, along with disputes raised by the National Advertising Division (NAD) and other enforcement bodies, Samuel utilizes his litigation and alternative dispute resolution experience to implement an effective defense strategy.

In addition to his client work, Samuel contributes to GRSM's E-Commerce Retailer Legal Guide and regularly engages with advertising professionals and interest groups. Before joining GRSM, Samuel was an associate at a consumer-side class action firm, where he represented plaintiffs and putative classes in matters involving product advertising, labeling, and safety. Samuel has also been a board member for educational nonprofit organizations and engages in pro bono child custody conciliations.

## CREDENTIALS

### Admissions

- Pennsylvania
- U.S. District Court, Western District of Pennsylvania

### Community Involvement

- Board Member, Learning Enterprises 2016 – 2021

**\*Not admitted to practice in Virginia.**

### Education

- J.D., University of Pittsburgh School of Law, 2012
  - CALI award winner in Business Associations and Advanced Legal Research
  - Senior Development Editor – Pittsburgh Journal of Environmental and Public Health Law
  - U.S. Department of Commerce Internship with the Commercial Law Development Program
  - Student Bar Association Representative
  - Research Assistant to Douglas Branson
- Certificate in International and Commercial Law, University of Zagreb Faculty of Law, 2010
- B.A., English and History, Emory University, 2007

## **Honors**

- *Super Lawyers*® Rising Stars distinction in Civil Litigation, Business & Corporate, and Family Law (2023-2024)