

Avril G. Love

Partner

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OVERVIEW

Avril Love is a partner in the Commercial Disputes practice group, focused on defending consumer product and personal care companies in court from consumer and e-commerce litigation related to product efficacy, greenwashing, and other advertising claims; emerging contaminants, microplastics, and other product liability issues; Prop 65; mislabeled ingredients and other product quality concerns; influencer and consumer reviews, subscription models, and other marketing practices; packaging and slack fill; website accessibility; and privacy in the use of adtech. Drawing on industry insight and deep regulatory fluency of FDA, FTC, and state rules, Avril also represents brands before regulatory agencies in advertising, quality, recalls, and import/export matters. Avril's litigation experience enables her to partner with client teams to reduce exposure through practical, business aligned risk mitigation, including on emerging issues related to extended producer responsibility (EPR) and enforcement of the California Consumer Privacy Act (CCPA). She also has defended clients facing business-to-business disputes involving antitrust, breach of contract, fraud, trade secrets, and other claims.

She acts as both a coach and a line of defense, observing clients' field position to anticipate and identify risks, training internal teams to independently navigate legal and reputational risks in their daily decision-making, and proactively developing regulatory compliance and risk mitigation strategies that position clients to defend lawsuits long before they reach the courtroom.

PROFESSIONAL BACKGROUND

Prior to joining the firm, Avril served as counsel at a Los Angeles law firm where she focused her practice on multi-district litigation and complex coordinated proceedings with smart risk mitigation strategies. Avril has 20 years of litigation experience and significant skills serving personal care and consumer product companies. She has defended companies in numerous industries facing class actions based on consumer protection statutes, as well as individual personal injury and business disputes.

When the hustle and bustle of her work schedule permits, Avril plays soccer with her husband and friends (defense, of course!), attends her children's various sports events, hikes with her dogs, and feeds scores of friends and family at a very large dining table.

ACHIEVEMENTS

- Named to the Consumer Goods Business Visionaries list, *LA Times Studios*, 2026
- Southern California Super Lawyers Rising Stars list, 2013
  - The Top Women Attorneys in Southern California, 2013

SPEAKING ENGAGEMENTS

- “Emerging Litigation and Regulatory Risks for Luxury Brands,” Luxury Law Summit, 10 November 2026
- “What Beauty Brands Need to Know About Packaging Regulations,” Beauty Industry West, 13 October 2026
- “Stronger Evidence, Stronger Claims: What You Can Actually Say About the Microbiome,” HelloBiome Webinar, 17 September 2026
- “Navigating US State Regulations,” Good Face Project Webinar, 30 July 2026
- “Legal Developments Impacting Cosmetic Products and Marketing,” Beauty Industry West, April 2026
- “Reviewing The Next Generation of Product Liability Claims in Cosmetics,” ACI's 13th Annual Legal, Regulatory & Compliance Forum on Cosmetics & Personal Care Products, March 2026
- “A Legal 101,” The EcoWell Product Development E-Summit, February 2026
- “Beauty Industry West: West Coast Regulatory Issues... and coming to your state soon?” New York Society of Cosmetic Chemists Suppliers' Day, June 2025
- “A 101 on Influencer Claims,” The Beauty Claims E-Summit, 4 May 2025
- “What's Going On? Chemical Bans, Packaging Laws, and Litigation Confronting the Cosmetics Industry,” 2025 Cosmetic Industry Insights (K&L Gates LLP), May 2025
- “Key Regulatory Issues Impacting the Beauty Industry: MoCRA, Chemical Bans, Packaging, Litigation and Beyond,” Beauty Industry West, February 2025
- “Extended Producer Responsibility (EPR) Packaging Regulations Roundtable Discussion: Guidance for Brands and Businesses,” Independent Beauty Association, February 2025
- “The Future of Beauty Advertising: Social Advertising, Ad Tech, and Other Marketing Pitfalls,” The EcoWell Future of Beauty E-Summit, December 2024
- “So Fresh and So Green: Navigating the Pitfalls of Environmental and Nutritional Claims,” Fortis Solutions Summit, October 2024
- "'From California with Love' – Innovating in a Complex Regulatory Landscape," NYSCC's 2024 Suppliers' Day, 2 May 2024

- "MoCRA, Consumer Data, and the Sustainability Issues Confronting the Cosmetics Industry," Beauty Industry West, 12 March 2024
- "So You Want To Start A Beauty Brand? Legal Considerations For A Smooth Start," The EcoWell E-Summit, December 2023
- "The Microbiome Edge: Decoding Microbiome Date for Innovation," HelloBiome, March 2023
- "MoCRA and Other Regulatory Issues Confronting the Cosmetics Industry," Beauty Industry West, January 2023
- "Compliance in the Age of Privacy: What Your Marketing, HR, and IT Departments Must Know," Tucker Ellis In-House Counsel Summit, November 2022
- "The Modern Day Jungle: Increasing Consumer Sophistication Requires a Sophisticated Compliance Approach," Tucker Ellis In-House Counsel Summit Webinar, November 2021
- "Living at Work: Practical Advice on Data Privacy for Your Business and Your Family," Panelist, 2020 In-House Counsel Summit Webinar, Tucker Ellis LLP, December 2020
- "Bracing for the New Normal in Data Privacy: GDPR, CCPA, and Other Initiatives Impacting the Business World in 2020 and Beyond," 2019 In-House Counsel Summit, Tucker Ellis LLP, Cleveland, Ohio, November 2019
- "Piecing Together Data Policies That Make Sense in an Ever-Changing World," Practical Tips and Tools to Deal with Cybersecurity Challenges, Tucker Ellis LLP, Cleveland, Ohio, July 2016
- "Antitrust: The Art of War," 2015 In-House Counsel Summit, Tucker Ellis LLP, Cleveland, Ohio, October 2015

EDUCATION

- J.D., Georgetown University Law Center, 2003
- B.A., University of California, Berkeley, 2000

ADMISSIONS

- Bar of California
- United States Court of Appeals for the Ninth Circuit
- United States Court of Appeals for the Second Circuit
- United States District Court for the Central District of California
- United States District Court for the Eastern District of California
- United States District Court for the Northern District of California
- United States District Court for the Southern District of California

THOUGHT LEADERSHIP *POWERED BY HUB*

- November 2026, Global Data Protection Insights
- November 2026, July, August, September, and October 2026 Accolades
- 8 October 2026, California Narrows CIPA Litigation: SB 690 Ends Pen Register and Trap-and-Trace Claims
- 9 July 2026, Litigation Minute: CEMA-ingly Endless Litigation Meets Legislative Limits: Washington State's Legislative Response to the Email Marketing Litigation Surge
- 17 June 2024, Litigation Minute: State Generative AI Statutes and the Private Right of Action
- 1 April 2024, Sephora Prevails in Consumer Challenge of "Clean at Sephora" Claims
- 11 October 2023, California Proposes Cybersecurity Requirements for Businesses
- 29 August 2023, Litigation Minute: Pixel Tools and the Video Privacy Protection Act
- 1 August 2023, California Employment Law Update - August 2023

OTHER PUBLICATIONS

- “The Reviews Are In on the Consumer Review Fairness Act,” Tucker Ellis Client Alert (May 2022)
- “Courts Split on the Viability of Claims Challenging 'Hypoallergenic' Labeling,” Client Alert (July 2018)
- “Navigating Internet Marketing in the Current Version of the Digital Age,” In-House Defense Quarterly (Defense Research Institute), co-author (Fall 2017)
- “Off-Label Use of the Cartwright Act: Will Cipro Require State Courts to Assess Federal Patent Validity in Pay-for-Delay Cases?“, Competition – The Journal of the Antitrust, UCL and Privacy Section of the State Bar of California, Vol. 24, No. 2 (Fall 2015)
- “Build Relationships to Advance Women in the Law Better,” DRI's The Voice (August 2014) “Out of Your Jurisdiction: Why FDA Recalls and Courts Do Not Mix,” IADC Drug, Device and Biotechnology Newsletter (August 2011)

NEWS & EVENTS

- 6 January 2025, K&L Gates Names Nearly 35 New Partners, Of Counsel, and Policy Professionals Across Firm
- 12 September 2023, Strong Data, Strong Claims: The Role of Study Design in Strategic Marketing and Legal Compliance, Hosted by Microbiome Movement
- 14 March 2023, K&L Gates Strengthens Consumer Products Industry Capabilities With Los Angeles Lawyer Additions

OTHER MEDIA MENTIONS

- Quoted, “Video Privacy Class Action Wave Slowed by High Dismissal Rate”, *Class Action Reporter*, 8 January, 2024
- “DC Circ. Piles Onto Standing Split With Data Breach Ruling,” *Law360*, June 2019

AREAS OF FOCUS

- Commercial Disputes
- Data Privacy Disputes and Risk Mitigation
- ESG - Litigation

INDUSTRIES

- Advertising and Marketing
- Consumer Beauty and Aesthetics
- Consumer Goods and Services
- Food, Beverage, and Agribusiness
- Household Goods

REPRESENTATIVE EXPERIENCE

- Counseled personal care brand through a nationwide recall of product due to stability and contamination concerns, including representation before FDA.
- Defended personal care brand in threatened breach of contract matter raised by its contract manufacturer related to a dispute about product quality.
- Defended e-commerce brand in putative class action alleging violation of California Invasion of Privacy Act related to use of session replay, pixels, and other tracking technologies.
- Defended product liability and consumer advertising claims in multiplaintiff case alongside consumer class action involving skin care products.
- Defended manufacturer of personal care and other consumer products in consumer class action claim related to formulation, claims, advertising, and product labeling.
- Defended manufacturer in false advertising and unfair competition class action regarding product warranty.
- Defended manufacturer in consumer class action alleging slack fill of food and skin care products.

- Counseled retailer on marketing and ecommerce issues to implement new marketing program and reduce exposure to challenges by FDA, FTC, state regulators, and consumer class actions on issues from claim substantiation to data privacy to website accessibility under the ADA.
- Represented manufacturer in mandatory reporting to CPSC on quality issue to avoid regulatory enforcement following recall of product.
- Defended manufacturer in customs investigation and advised regarding origin, classification, NAFTA, and duty exemption issues.
- Defended California coordinated proceeding for over 2,000 product liability cases involving a recalled metal-on-metal hip implant, including individual case work-up and trial.
- Defended multidistrict litigation and several state coordinated proceedings for wrongful death or other injuries involving a generic medication recalled for a possible manufacturing defect.
- Obtained dismissal in unfair competition and false advertising case involving contract and tort claims alleged against Internet domain name registrar.