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Class Certification Rejected in Skinnygirl Advertising Suit

Langendorf v. Skinnygirl Cocktails, LLC et al, No. 1:11-cv-07060 (N.D. Ill.): A federal court rejected class certification in a class action alleging false advertising based on the use of preservatives in a drink mix labeled "all natural." The court held that the proposed class failed to meet the ascertainability requirement, as plaintiff proposed no method for identifying members of the class, other than to suggest that retail records existed showing who purchased the product. The court also held that named plaintiff was not an adequate representative, citing potential conflicts of interest arising out of the close working relationship between her attorney and her father. [Order](#).

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