

## Ari Y. Basser

Of Counsel

Los Angeles | Consumer Litigation

abasser@pomlaw.com



Ari Y. Basser joined Pomerantz as an associate in April 2019 and was elevated to Of Counsel in January 2022. Ari focuses his practice on strategic consumer litigation, representing consumers in unfair competition, fraud, false advertising, and auto defect actions that recover monetary and injunctive relief on behalf of class members while also advocating for important consumer rights. He has successfully prosecuted claims involving California's Unfair Competition Law, California's Consumers Legal Remedies Act, the Song-Beverly Consumer Warranty Act, and the Magnusson-Moss Warranty Act.

Prior to joining Pomerantz, Ari was an associate at major litigation law firms in Los Angeles. He also worked as a Law Clerk in the Economic Crimes Unit of the Santa Clara County Office of the District Attorney.

Ari has litigated antitrust violations, product defect matters, and a variety of fraud and misrepresentation cases brought under state and federal consumer protection statutes involving unfair competition and false advertising. He has also been deputized in private attorneys general enforcement actions to recover civil penalties from corporations on behalf of the State of California for violations of the Labor Code.

Ari is a contributing author to the *Competition Law Journal*, the official publication of the Antitrust, UCL, and Privacy Section of the State Bar of California, where he has examined trends in antitrust litigation and the regulatory authority of the Federal Trade Commission.

### EDUCATION

- Santa Clara University School of Law
- Juris Doctor
- University of California, San Diego
- Bachelor of Arts, dual major in Economics and Psychology

### ADMISSIONS

- California
- United States District Courts for the Northern, Southern, Central, and Eastern Districts of California

## Notable Cases

## Publications

- “Pomerantz Elevates Ari Basser to Of Counsel,” *Pomlaw.com*, January 2025
- “Artificial Intelligence in Public Stock Trading,” *The Pomerantz Monitor*, Vol. 21 Issue 1, January/February 2024
- “Lawyer Limelight: Ari Basser,” *Lawdragon*, May 2022