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# **LION STUDIOS: Beveridge Sues Over Unlawful Advertising Practices**

Class Action Reporter

August 9, 2024

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## **Body**

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David Beveridge, and Anthony Sondergaard, on behalf of themselves and all others similarly situated v. LION STUDIOS LLC, Case No.

24CV438995 (Cal. Super. Ct., Santa Clara Cty., May 14, 2024), is

brought arising from the Defendant's **advertising practices** on those games.

The Defendant and its **advertising** partners target users like

Plaintiffs with **advertisements** based on their gender and age when users play Defendant's games. The Unruh Civil Rights Act, however, prohibits discrimination based on age and gender generally. And that prohibition applies to platforms like Defendant that allow

**advertisers** to target their customers with ads based on those customers' gender and age, says the complaint.

The Plaintiff have played Lion Studios' mobile games.

Lion Studios develops mobile video games that its customers play on their phones and tablets.[BN]

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LION STUDIOS: Beveridge Sues Over Unlawful Advertising Practices

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