

# Carlton Fields' Aaron Weiss and Michael Zilber Author Law360 Article on Florida Deceptive and Unfair Trade Practices Act's Standing

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Carlton Fields attorneys Aaron Weiss and Michael Zilber authored a *Law360* article about the Florida Deceptive and Unfair Trade Practices Act and whether a company has standing to bring a claim under the act. This commentary continues a long-standing series in which Weiss has analyzed FDUTPA's [reasonable consumer standard](#), [damages in improper fee cases](#), [forum selection clause](#), [split on standing](#), and [unfairness prong](#). [Read the article](#).

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