



AGUDATH ISRAEL
Of
CALIFORNIA

Dr. Irving Lebovics
Chairman, Presidium

Rabbi JJ Rabinowich
Director

The Honorable Ronald M. George,
Chief Justice, and Associate Justices
California Supreme Court
350 McAllister Street
San Francisco, California 94102

Re: *Kwikset Corp. v. S.C. (Benson)*, No. S171845
Amicus Curiae Letter Supporting Petition for Review

Honorable Justices of the California Supreme Court:

Pursuant to the California Rules of Court, rule 8.500(g), Agudath Israel submits this letter in support of the petition for review in this case.

Agudath Israel is the nation's oldest advocacy group for Orthodox Jewry in America. Our members depend on California's consumer protection statutes to protect us whenever we buy a kosher product made or labeled in California. We therefore have an interest in the just and accurate interpretation of California's consumer protection statutes, including the Unfair Competition Law ("UCL") (Bus. & Prof. Code, §17200 *et seq.*) and the False Advertising Law ("FAL") (Bus. & Prof. Code, §17500 *et seq.*).

Members of Agudath Israel are devout Orthodox Jews for whom keeping kosher is absolutely essential. In order to live according to our religion, we must be able to rely on the integrity of kosher labels and certifications. If members of Agudath Israel cannot trust manufacturer representations that the food is kosher, they cannot practice their faith and live according to their religious tenets. Consumer protection laws, such as the UCL and FAL, must be available for private enforcement so that kosher labels can be trusted.

Under *Kwikset*, private enforcement of false advertising would be largely obliterated. This would mean that Orthodox Jews could be sold products falsely represented to be kosher and yet have no voice in a court of law to challenge or stop the practice. It is the duty of the Supreme Court to review *Kwikset's* evisceration of California's consumer protection statutes, generally touted as the strongest in the country.

Our letter in support of Supreme Court review presents the perspective of Agudath Israel. However, we have also considered the petition for review filed by plaintiff in the *Kwikset* case and support the many additional reasons for granting review as set forth therein.

Respectfully submitted,

JJ Rabinowich
Director – Agudath Israel of California