
Supreme Court of Wisconsin

FILED

09-10-2026

CLERK OF WISCONSIN
SUPREME COURT

No. 2026AP1818-CQ CORTEZ GOMEZ V. KOHL'S CORPORATION

September 10, 2026

The Court has entered the following order:

The court having considered the United States Court of Appeals for the Seventh Circuit's request, pursuant to Circuit Court Rule 52 and WIS. STAT. § 821.01, that this court resolve the following certified question:

Under § 100.20(5) of the Wisconsin Unfair Trade Practices Act, what pecuniary loss, if any, does a plaintiff suffer when she purchases a product falsely advertised as on sale in violation of § 124 of the Wisconsin Department of Agriculture, Trade and Consumer Protection regulations?

IT IS ORDERED that the certification is granted and the appeal is accepted. The court reserves the right to later reformulate the question certified and to determine the scope of its inquiry; and

IT IS FURTHER ORDERED that within 14 days of the date of this order, any counsel intending to appear for a party in this action that is not a Wisconsin licensed attorney shall associate with local counsel and apply for pro hac vice admission consistent with the provisions of SCR 10.03(4).

IT IS FURTHER ORDERED that within 14 days of the date of this order, counsel for all parties appearing in this action shall register for access to the appellate electronic filing system, pursuant to the registration requirements of WIS. STAT. § 809.801(3).

IT IS FURTHER ORDERED that within 30 days after the date of this order the plaintiff-appellant, Michelle Cortez Gomez, shall file a brief in this court or a statement that she will rely on the briefs filed in the United States Court of Appeals for the Seventh Circuit; that within 20 days thereafter the defendants-appellees, Kohl's Corporation and

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Kohl's, Inc., must file a response brief or a statement that it will rely on the briefs filed in the United States Court of Appeals for the Seventh Circuit; and that within 10 days thereafter the plaintiff-appellant must either file a reply brief or a statement that no reply brief will be filed; and

IT IS FURTHER ORDERED that the briefs shall follow the pertinent requirements of WIS. STAT. § (Rule) 809.19; and

IT IS FURTHER ORDERED that the clerk of the Seventh Circuit is directed to transmit the record to this court within 20 days of the date of this order; and

IT IS FURTHER ORDERED that the parties shall be notified of the date and time for oral argument in due course.

Samuel A. Christensen
Clerk of Supreme Court

Distribution List:

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