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**PRACTICE AREAS**

- Antitrust and Unfair Competition
- Class Actions
- Commercial Litigation
- Construction
- Financial Services Class Action Litigation
- Intellectual Property

**BAR AND COURT ADMISSIONS**

- State Court: California
- U.S. Circuit Court of Appeals: Sixth, Seventh and Ninth Circuits
- U.S. District Court: Northern District of California; Central District of California

**EDUCATION**

- University of San Francisco, J.D., 1988; Recipient, American Jurisprudence Award for Remedies
- University of California at Berkeley, B.A., 1983

Chris is a commercial litigator with extensive experience in the areas of antitrust, business litigation, intellectual property, unfair competition and class actions. In the antitrust area, Chris has represented individuals and businesses in class action litigation, and has advised, represented and defended corporate clients in individual actions. Chris has played central roles in the successful prosecution of a number of California and nationwide antitrust class actions. In recognizing Zelle as one of the nation's top plaintiffs' antitrust firms, *The Legal 500* has described Chris as a "determined and highly skilled litigator."

In the intellectual property area, Chris has extensive experience in all aspects of trademark, trade dress and trade secrets litigation, representing both plaintiffs and defendants. Chris has also counseled clients in the negotiation of intellectual property development agreements, and in related intellectual property licensing matters. Chris' business litigation practice has included representation of plaintiffs and defendants in cases involving business torts, contractual disputes, false advertising, fiduciary matters, libel, slander and unfair business practices. Chris also has significant experience handling complex property insurance litigation involving a wide variety of coverage, repair and other issues.

**REPRESENTATIVE MATTERS**

*In re Cathode Ray Tubes (CRT) Antitrust Litigation* (class action on behalf of indirect purchasers of CRTs in multiple states; case settled for \$576,750,000; Chris played a central role in briefing and arguing class certification resulting in certification of 22 state-wide damages classes)

*In re Static Random Access Memory (SRAM) Antitrust Litigation* (class action on behalf of indirect purchasers of SRAM in multiple states; Zelle was lead counsel and Chris led the plaintiffs' team in the litigation of this complex, price-fixing antitrust action, resulting in settlements of \$41,322,000)

*California Smokeless Tobacco Antitrust Litigation* (\$96,000,000 settlement on behalf of a class of California indirect purchasers of moist smokeless tobacco products; as a member of the Plaintiffs' Executive Committee, Chris had a central role in litigating and settling this antitrust monopolization claim on

behalf of the class)

*Kellogg Co. v. Exxon Mobil Corp.* (trademark infringement and dilution action under the Lanham Act, alleging that Exxon's use of its cartoon tiger to promote foods, beverages and convenience stores infringed and diluted Kellogg's famous TONY THE TIGER character)

*Adco Group et al. v. Travelers et al.* (complex coverage action involving the coordination of multiple lawsuits with over 25 parties, claims of \$250 million in construction defects and damage at a luxury resort in Southern California)

#### **ARTICLES & PRESENTATIONS**

##### ***Antitrust and Class Actions***

"Indirect Purchaser Cases in 2017: Key District Court Rulings," *Competition Law360*, January 8, 2018, co-author

"Indirect Purchaser Cases in 2017: Key Appeals Court Rulings," *Competition Law360*, January 5, 2018, co-author

"False Advertising Class Actions: Practitioner's Guide to Class Certification, Damages and Trial," Bar Association of San Francisco seminar, June 14, 2017, moderator

"2016 Highlights From Indirect Purchaser Class Actions," *Competition Law360*, December 23, 2016, co-author

ABA Section of Antitrust Law, Indirect Purchaser Litigation Handbook, Second Edition (2016), contributing author

"2 Years After *Comcast*, Little Has Changed," *Competition Law360*, March 18, 2015, co-author

"The California Difference: Why California Really Matters – A Symposium – Indirect Purchaser Standing Under California Antitrust Law and Federal Antitrust Law – Plaintiff Perspective," *The Journal of the Antitrust and Unfair Competition Law Section of the State Bar of California*, Competition Vol. 22, No. 2, Fall 2013, author

"Incentive Award Guidance From Recent Class Actions," *Competition Law360*, September 6, 2013, co-author

Class Actions and Other Aggregate Litigation - New Supreme Court Cases on Evidentiary Standards: When do Plaintiffs Need to Prove What, and How Do They Need to Do That? Law Seminars International 9th Annual Conference, Seattle, WA, May 13, 2013, co-panelist

"Indirect-Purchaser Exceptions To Illinois Brick Continue," *Competition Law360*, January 25, 2013, co-author

"Why Class Counsel Should Obtain Discovery From Objectors," *Competition Law360*, November 6, 2012, co-author

"Coordinating Direct And Indirect Purchaser Cases," *Competition Law360*, July 9, 2012, co-author

"Emerging Trends In Indirect-Purchaser Antitrust Cases," *Competition Law360*, January 20, 2012, co-author

***Intellectual Property, Unfair Competition and False Advertising***

Food Labeling and False Advertising Class Actions panel presentation, Bar Association of San Francisco - Continuing Legal Education, San Francisco, CA, May 13, 2015, moderator

"In Search of BIGFOOT: Corrective Advertising Remedies in U.S. Trademark Infringement Actions—Part 2," *INTA Bulletin*, January 15, 2015, author

"In Search of BIGFOOT: Corrective Advertising Remedies in U.S. Trademark Infringement Actions—Part 1," *INTA Bulletin*, January 1, 2015, author

Food Labeling and False Advertising Class Actions panel presentation, Bar Association of San Francisco - Continuing Legal Education, San Francisco, CA, May 14, 2014, moderator

Trademark Protection: Best practices for trademark selection, use, maintenance and protection, Law Seminars International Telebriefing, March 6, 2013, moderator and presenter

"False Advertising: Skinny Girl Wriggles Free, While Pom and Arizona Beverages Fizzle," *Supermarket News - Refresh Blog*, February 5, 2013, co-author

"'All Natural' False Advertising Claims' Legal Evolution — Part 3," *Supermarket News - Refresh Blog*, November 26, 2012, author

"'All Natural' False Advertising Claims' Legal Evolution — Part 2," *Supermarket News - Refresh Blog*, October 1, 2012, author

"'All Natural' False Advertising Claims Begin Legal Evolution," *Supermarket News - Refresh Blog*, August 27, 2012, author

"Pom Wonderful v. Coca-Cola - Reinforcing Defenses to Label Claim Challenges," *Supermarket News - Refresh Blog*, June 18, 2012, author

"Sometimes, Companies Win False Advertising Lawsuits," *Supermarket News - Refresh Blog*, May 24, 2012, author

"False Advertising Class Action Update," *Supermarket News - Refresh Blog*, May 3, 2012, author

### ***Property Insurance***

"Pinnacle's Limited Impact On California Property Litigation," *Insurance Law360*, November 2, 2012, co-author

### **PROFESSIONAL AFFILIATIONS**

Member, Executive Committee of the Litigation Section of the Bar Association of San Francisco

Member, International Trademark Association Bulletin Committee, Features Subcommittee 2014-2015 term

Member, Editorial Board of the Trademark Reporter Committee, 2002-2003 term, 2004-2005 term, 2006-2007 term, 2010-2011 term, 2012-2013 term

International Trademark Association

Bar Association of San Francisco

- Antitrust and Litigation Section
- Intellectual Property Section

American Bar Association

- Antitrust Law Section

**COMMUNITY SERVICE**

Legal Aid Society—Employment Law Center, Member, Board of Directors and Member, Development Committee

**NOTEWORTHY**

Selected for inclusion in the 2014, 2015, 2016, 2017 and 2018 editions of *The Best Lawyers in America*®.

Recognized as a “pragmatic . . . , determined and highly skilled litigator” by *The Legal 500* in 2013.

Named a Northern California "*Super Lawyer*" in Business Litigation for 2004, 2005, 2010, 2016 and 2017, in Antitrust for 2014 - 2017 and in Intellectual Property Litigation for 2016 and 2017.

**PAST PROFESSIONAL EXPERIENCE**

Furth, Fahrner & Mason, San Francisco, 1988-2000