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PRACTICE AREAS

- Antitrust and Unfair Competition
- Class Actions
- Commercial Litigation
- Intellectual Property

BAR AND COURT ADMISSIONS

- State Court: California
- U.S. Court of Appeals: Ninth Circuit
- U.S. District Court: Northern District of California

EDUCATION

- University of California, Hastings College of the Law, J.D., *magna cum laude*, 2007: *Order of the Coif*, Thurston Society, Hastings Law Journal
- University of California, Santa Barbara, B.A., *highest honors*, 2003

Eric's practice focuses on complex litigation, primarily in antitrust, competition, and consumer protection matters. Since joining the firm in 2007, Eric has assisted in the representation of both plaintiffs and defendants in multidistrict litigation class actions involving claims of anticompetitive conduct, unfair business practices, and products liability. Eric has also represented various individual parties on both sides of the aisle in an array of commercial disputes, including cases arising from allegations of trademark infringement, trade secret misappropriation, price discrimination, and breach of licensing agreements. Eric's experience includes pre-trial motion practice, discovery, trials, as well as appellate advocacy.

REPRESENTATIVE MATTERS**Complex Commercial Disputes**

Represents entrepreneurial and philanthropic technology company in trade secret misappropriation action against gaming and entertainment corporation (*The Just Game Company, LLC v. Sony Computer Entertainment America, LLC, et al.*)

Represented major transit company in software licensing dispute before the Ninth Circuit Court of Appeals, as well as in subsequent petitions to the U.S. Supreme Court (*Education Logistics, Inc. v. Laidlaw Transit, Inc.*)

Antitrust, Unfair Competition, and Consumer Protection Class Actions

Represented multinational defendants through trial in antitrust class action implicating foreign sovereign compulsion and state action immunity issues (*In re Vitamin C Antitrust Litigation*)

Represented large integrated energy company in multidistrict consumer protection litigation challenging industrywide sales practices (*In re: Motor Fuel Temperature Sales Practices Litigation*)

Represented franchisor in California class action concerning personal identification information and fraud protection in retail transactions (*Flores v. ConocoPhillips Company*)

ARTICLES & PRESENTATIONS

"Competitors Push Back With False Advertising Laws," *Competition Law360*, August 31, 2015, author

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

"California State Antitrust & Unfair Competition Law," 2009, co-author

PROFESSIONAL AFFILIATIONS

American Bar Association

San Francisco Bar Association

NOTEWORTHY

Eric was named a Northern California "Rising Star" in 2017 (Antitrust Litigation, Intellectual Property, Class Action/Mass Torts, and Business Litigation) by *San Francisco* magazine.