



44 Montgomery Street
Suite 3400
San Francisco, CA 94104
TEL: (415) 633-1912
FAX: (415) 693-0770
cmicheletti@zelle.com

PRACTICE AREAS

- Antitrust and Unfair Competition
- Class Actions
- Commercial Litigation
- Construction
- Financial Services Class Action Litigation
- Indirect and Direct Purchaser Class Actions
- 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 California state 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' 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 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 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 Wiggles Free, While Pom and Arizona Beverages Fizzle," *Supermarket News - Refresh Blog*, February 5, 2013,

co-author

PROFESSIONAL AFFILIATIONS

Bar Association of San Francisco

- Antitrust and Litigation Section

- Intellectual Property Section

American Bar Association

- Antitrust Law Section

Committee to Support the Antitrust Laws (COSAL), Member, Executive Committee

Member, Executive Committee of the Litigation Section of the Bar Association of San Francisco, 2014-2017

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

Member, Editorial Board of the International Trademark Association's Trademark Reporter Committee, 2002-2007 and 2010-2013

COMMUNITY SERVICE

Legal Aid At Work, Member, Board of Directors, 2011-present; Member, Development Committee, 2013 - present

NOTEWORTHY

Selected for inclusion in *The Best Lawyers in America*® - Antitrust Law in 2014, 2015, 2016, 2017, 2018, 2019 and 2020.

Selected for inclusion in *Who's Who Legal: Competition* among attorneys specializing in representing plaintiffs in complex competition litigation.

Named a Northern California "*Super Lawyer*" in Antitrust, Business and/or

Intellectual Property Litigation in 2004, 2005, 2010, 2014, 2015, 2016, 2017, 2018 and 2019.

Named a “California Litigation Star” in Antitrust and General Commercial litigation for 2019 in *Benchmark Litigation*.

Described as a “determined and highly skilled litigator” in *The Legal 500*.

Named among the 2019 Lawdragon "500 Leading Plaintiff Financial Lawyers."

PAST PROFESSIONAL EXPERIENCE

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