



Why a retail practice?

Retailers face unique challenges—and need lawyers who fully grasp those challenges.

We formed our interdisciplinary retail practice to combine winning legal strategies with our deep knowledge of the demands of the retail industry.

More than 400 Morgan Lewis attorneys now actively represent more than 300 retailers in matters including litigation, labor and employment, real estate, and financial transactions.

Our teams reach across practice groups to represent our retail clients in all areas of the law, in all parts of the country.

morgan lewis fast facts

Nearly 1,300 lawyers in 23 offices in the United States, Europe, and Asia

Currently represent more than 300 retail clients

Ranked as top law firm in *Corporate Counsel* magazine's listing "Who Represents America's Biggest Companies?" (2009)

Ranked by *Law360* as having the nation's #1 Class Action Practice (January 2009)

More than 150 lawyers listed in *Chambers USA: America's Leading Business Lawyers* (2010)

The American Lawyer magazine's Litigation Department of the Year, Labor and Employment (Winner 2006; Finalist 2004, 2008, & 2010)

contacts

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key areas include:

Litigation

- Consumer class actions
- Data privacy and identity theft
- Products liability and recall
- Personal injury/premises liability
- Deceptive and unfair trade practices
- Antitrust
- Corporate investigations and criminal defense
- Contract disputes
- Bankruptcy
- General commercial litigation
- Internet and ecommerce
- Insurance recovery

Labor and Employment

- Class actions and single-plaintiff cases under all employment statutes
- Traditional labor
- OSHA

Transactional

- Mergers and acquisitions
- Vendor contracts
- Outsourcing
- Financing
- Debt restructuring
- Franchise and distribution
- Trademarks and licensing

Real Estate

- Leasing
- Financing of commercial space
- Development, land usage, condemnation, and taxation

Regulatory

- Matters before the Federal Trade Commission, Department of Labor, and other federal and state agencies

We Know Retail

Our clients know that we deliver results—by trying cases, winning them, and helping clients to avoid liability.

What's New? Consumer Data Privacy

Consumer data privacy has become an all-consuming focus of new state and federal laws, regulations, and lawsuits, limiting retailers' collection and use of consumer data.

We approach consumer data privacy issues in a holistic way, tracking new legislation and lawsuits around the country to help integrate our clients' business objectives with current legal requirements. We assist them in all aspects of data privacy, including privacy policies, interactions with state or federal regulators, and litigation risk management.

Class Actions: Experience, Efficiency, Results

We've been at the forefront of class action defense since class action laws were enacted. Morgan Lewis lawyers have handled thousands of cases, pioneering many of the strategies that have become standards for defeating class action certifications. In January 2009, Morgan Lewis was ranked as the #1 class action practice in the United States by *Law360*.

We know our clients' business is not litigation. Our litigation-avoidance training helps clients face down potential consumer and employee class actions, *before* they arise. Our attorneys, unlike many class action lawyers, have trial experience in these matters. Our opponents know about our willingness to go to court, and our record of success there—giving our clients a strategic advantage over the opposition, right from the start.

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