

Complex Commercial Litigation

Renowned for our trial experience and strategic acumen, clients entrust us with their most challenging, complex litigation matters for a simple reason: we prepare each case from the outset as though it will be tried to verdict. Our trial-readiness achieves the best litigation results, whether in court or at the negotiating table. We win by laying the groundwork for trial, building on the strengths of the case, and never losing sight of our client's goal.

Even before we discover all of the pertinent information, we begin crafting a cogent theory around central themes that will convey our client's position through a compelling, authentic story. We then methodically build out the core story by adapting it to the factual and legal record as they are developed, and construct an order of proof that optimizes engagement and appeal to the ultimate trier of fact. Our approach also enhances litigation efficiency, as critical issues are identified early on that can drive strategic decisions and settlement considerations. Whether we are penning a dispositive motion or making a summation to the jury, we tell our client's story through a convincing presentation that resonates with the audience.

Our clients are typically industry-leading companies in the Fortune 500, such as McDonald's, Procter & Gamble, Walmart, and Motorola. We represent them throughout the country in trial and appellate courts at the federal and state level, before administrative tribunals, and in arbitrations and other dispute resolution proceedings.

We also represent clients in connection with investigations or proceedings involving government agencies, such as the U.S. Department of Justice and state attorneys general offices. While we are generally on the defense side in complex commercial cases, our clients also leverage our substantial trial experience to prosecute and pursue affirmative claims to vindicate or protect their brands and interests.

Over the years, Willenken's reputation as a top firm for complex

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commercial litigation has garnered considerable recognition by industry publications, including the following:

- **Corporate Counsel** listed Willenken as a “Go-To Law Firm” for Top 500 companies for two consecutive years.
- **The National Law Journal** selected Willenken as one of 10 firms for its “Litigation Boutiques Hot List” in 2014.
- **Benchmark Litigation** consistently lists Willenken as a “Recommended” firm for litigation in California in its annual guide.
- In 2018, **Daily Journal** featured the firm as a “Top Boutique” for complex commercial litigation for the second time based on the successful results we achieve for our clients.



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