

**Gregory D. Call**

Partner  
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**San Francisco**

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**Practice Areas**

- Antitrust
- Environmental & Toxic Tort Litigation
- Insurance/Reinsurance
- Litigation
- Class Actions
- Complex Litigation
- Trial Practice
- Retail Law
- University Practice

**Greg Call** is a partner in the Crowell & Moring's San Francisco office and serves as head of that office. He is member of the firm's Litigation Group and has an active trial practice representing both plaintiffs and defendants in complex commercial cases. He has represented defendants in class actions, government investigations, unfair competition actions, environmental actions and breach of contract actions. He has represented plaintiffs (varying from large corporations to small municipalities) in business torts and breach of contract actions, helping them recover over \$1 billion. He has practiced in courts in more than 20 states.

Mr. Call has an active trial practice. He has tried cases both as a plaintiff and defendant. For example, in 2008 and 2009, Mr. Call had two trials - obtaining a favorable jury verdict in federal court in San Francisco for an export company and obtaining injunctive relief for a car rental company in a trial in state court in Illinois.

Mr. Call is AV Peer Review Rated and has been selected as a California Super Lawyer. Prior to joining Crowell & Moring, he was a partner at the San Francisco firm, Folger Levin & Kahn LLP, where he was chair of the firm's litigation department.

**Representative Matters**

- Represented Cisco Systems, Inc. in its iPhone™ trademark infringement lawsuit against Apple Inc.
- City of Lodi - Representing City of Lodi in litigation arising out of environmental contamination. Includes cost recovery action, legal malpractice action, and claim against investment banking firm. Recoveries total over \$35 million to date.
- Representing numerous retailers including Limited Brands, Inc., Gap Inc., Foot Locker, Inc., Barnes & Noble, Inc., Toys "R" Us and others in

litigation against a variety of shopping mall owners regarding overcharges under leases. Have assisted in recovery of over \$200 million. Matters have been resolved through negotiations, ADR and litigation.

- Represented PeopleSoft, Inc. in litigation against Oracle Corporation regarding unfair competition in connection with Oracle's hostile tender offer for PeopleSoft.
- Enterprise Rent-A Car Company Class Actions - Representing largest U.S. car rental company in consumer class actions nationwide.
- Representing rental car company in court trial regarding injunction relating to placement on third-party websites. Prevailed in court trial.
- Representing exporter in breach of supplier contract case. Obtained multi-million dollar jury verdict.
- Orange County Bankruptcy - Representing 14 California cities which invested in Orange County Investment Pools in lawsuit against Merrill Lynch. Obtained Court of Appeal ruling authorizing pursuit of Civil RICO, fraud and other causes of action. Reached settlement for \$32.5 million in mediation.
- Representing subsidiary of Ford Motor Company in four week trial for claim of \$130 million against Federal Government.
- Representing general contractor in multiple lawsuits arising out of the construction of a semiconductor fabrication facility. Engaged in a two week ADR process that resulted in client successfully recovering additional payments.
- Representing major companies in various antitrust matters including those involving alleged price fixing actions.
- Representing companies in government investigations before federal, state and local agencies. Matters have included investigations regarding fraud, unfair business practices, false advertising, and antitrust issues.
- Representing start-up construction company which was a defendant in a trade secret and unfair competition matter. Confidential settlement reached during trial.
- Dealer Server, Inc. v. Yahoo! Inc. - Representing Yahoo! in claim by company seeking to sell cars on internet that Yahoo! breached contract by failing to load listings on web page.
- Electronic Arts Inc., et al. v. Yahoo! Inc. - Representing Yahoo! in dispute with makers of electronic games regarding alleged violations of copyright rules regarding listing of allegedly "pirated" games for sale on Yahoo! Auctions property.
- Jeffrey Schiller, et al. v. Yahoo! Inc. - Representing Yahoo! in class action alleging Yahoo! user privacy rights were violated by Yahoo!'s practices.
- Representing nation's largest purchaser of structured settlement payment streams in California class action. Matter settled favorably on eve of trial.

**Education**

- Stanford University, A.B. (1980) Economics, with honors and distinction
- University of California, Berkeley, M.A. (1984) Economics
- University of California, Berkeley, School of Law, J.D. (1985)

**Affiliations**

Admitted to practice: California

**Memberships**

Member, American Bar Association, Litigation Section  
Member, Bar Association of San Francisco  
National Retail Tenants Association

**Community Service**

Mr. Call serves as a pro bono mediator for the San Francisco County Superior Court. He also serves as a member of the Board of Redwood Day School.

**Publications**

- "Budget Cuts: The Continuing Impact in State Courts," *San Francisco Daily Journal* (December 27, 2011). Author: Gregory D. Call.
- "Power Play: Challenging Utility Overcharges," *National Retail Tenants Association Tenants in Common Newsletter* (Spring 2011 Issue). Co-Authors: Gregory D. Call and Jennifer S. Romano.
- "Non-Cash [Class Action] Settlements," *San Francisco Recorder: Litigation Quarterly* (November 2010). Co-Authors: Gregory D. Call, Douglas W. Sullivan and Trina D. McAlister.
- "Insight: Betting On California," *Berkeley Law Transcript Alumni Magazine* (Spring 2010). Author: Gregory D. Call.
- "Enforcing Co-tenancy Provisions in Leases Can Help Control Costs," *Chain Store Age* (April/May 2010 Issue). Co-Authors: Gregory D. Call and Jennifer S. Romano.
- "The Self-Insured Landlord – When Do Insurance Charges Give Rise to a Legal Claim," *National Retail Tenants Association Tenants in Common Newsletter* (March/April 2010 Issue). Co-Authors: Gregory D. Call and Jennifer S. Romano.
- "The Potentially Bankrupt Landlord: Preparing for a Tenant's Opportunities," *NRTA Tenants In-Common Newsletter* (April 2009). Author: Gregory D. Call.
- "Going on Offense – Tips on successfully representing corporate plaintiffs," *The Recorder* (November 17, 2008). Author: Gregory D. Call.

- "The Center is Failing: What are Your Rights?," *National Retail Tenants Association Tenants in Common Newsletter* (October/November 2008 Issue). Co-Authors: Gregory D. Call and Jennifer S. Romano.
- "Taxes: Not Just a Simple Pass-Through," *National Retail Tenants Association Tenants in Common Newsletter* (June/July 2008 Issue). Co-Authors: Gregory D. Call and Jennifer S. Romano.
- "The Two Steps For A Successful Tenant Overcharge Claim," *NRTA Tenants In-Common Newsletter* (May/June 2008). Author: Gregory D. Call.
- "Retail Lease Disputes," *NRTA Tenants In-Common Newsletter*, Issue at 6 (February/March 2008). Author: Gregory D. Call.
- "The Strategic Litigator: Class Actions," *Inside the Minds Best Practices for Class Action Litigation* (First Printing 2007). Author: Gregory D. Call.
- "Read the Lease," *NRTA Tenants In-Common Newsletter*, Issue at 8, *NRTA Working for Me - Member Profiles* (February/March 2007). Author: Gregory D. Call.
- "What Makes For A Successful Tenant Overcharge Claim Against A Shopping Center Owner or Operator?," *The International Council of Shopping Centers Retail Law Strategist*, Vol. 5, Issue 12 - The Problem-Solving Tool for Retail Law (December 2005). Author: Gregory D. Call.
- "Airline Deregulation, Fares, and Market Behavior: Some Empirical Evidence," *Analytical Studies of Transportation Economics*, Cambridge University Press (Fall 1985). Co-Authors: Gregory D. Call and Professor Theodore Keeler.
- "Arsenic, ASARCO and EPA: Cost-Benefit Analysis, Public Participation, and Polluter Games in the Regulation of Hazardous Air Pollutants," *12 Ecology Law Quarterly* 567 (1985). Author: Gregory D. Call.

#### Alerts & Newsletters

- "California Supreme Court Holds that Collecting and Recording Zip Codes During Credit Card Transactions Violates California Law," *Retail Law Alert* (February 14, 2011). Contacts: Gregory D. Call, Jennifer S. Romano, Tracy E. Reichmuth.
- "New Expert Discovery Disclosure Rules Take Effect Dec. 1, 2010," *Financial Services Alert* (November 30, 2010). Contacts: William J. McSherry Jr., Daniel D. Edelman, Kathleen Taylor Sooy, Gregory D. Call.

#### Speaking Engagements

- "Goals, Strategies and Tactics in Retail Lease Litigation," *National Retail Tenants Association Conference* (2010 and 2011). Presenters: Jennifer S. Romano and Gregory D. Call.

- "Regulatory Trends Facing Retailers in the Areas of Consumer Products, Tax and Consumer Privacy," Association of Corporate Counsel Retail Webcast (September 28, 2011). Presenters: Gina Brickley Beredo, Greg Call, Bridget Calhoun, Josh Tzucker and Howard Weinman.
- "Improve Your Results and Reduce Your Outside Counsel Costs," Association of Corporate Counsel, SF Bay Chapter (March, 2011). Presenter: Gregory D. Call.
- "Goals, Strategies and Tactics: Litigation Project Management that Works for Everyone," Association of Corporate Counsel, SF Bay Chapter (November 2010). Speakers: Douglas W. Sullivan and Gregory D. Call.
- "The Corporate Plaintiff," Silicon Valley Association of General Counsel (July 16, 2010). Presenters: Gregory D. Call and Beatrice B. Nguyen.
- "What Happens When the FTC Calls: An Antitrust Primer for Retailers Focused on Pending Mall Consolidation," National Retail Tenants Association Webinar (March 23, 2010). Moderator: Gregory D. Call; Panelists: Robert A. Lipstein and Wm. Randolph Smith.