

Crowell & Moring Nabs Robins Kaplan NY Antitrust Head

By Tracey Read

Law360 (February 24, 2026, 12:01 AM EST) -- The former head of Robins Kaplan LLP's New York antitrust group has joined Crowell & Moring LLP as an antitrust and competition group partner, the firm announced Tuesday.

New York-based William Reiss is a first-chair litigator who represents both plaintiffs and defendants in high-stakes antitrust litigation. As a member of the firm's recovery practice, Reiss will be part of a cross-disciplinary team helping corporate and institutional clients maximize recoveries beyond traditional class settlements, according to the firm's announcement.



William Reiss

"At Crowell, I will be working closely with clients to maximize their recoveries in complex antitrust disputes," Reiss told Law360 Pulse in an email. "I will leverage my deep class action experience to assist Fortune 500 companies develop strategies for securing and enhancing their recovery when they've suffered harm."

Reiss said he's worked with Crowell over many years through his work on the class action side.

"I was very impressed with their tenacity and their grasp of complex, nuanced antitrust issues," he said. "It's a phenomenal group with a sterling reputation."

He added that he will be working with corporate clients to tailor their litigation strategies to fit their needs and business goals.

Reiss has recovered over \$1.2 billion on behalf of his clients in complex antitrust class actions, the firm said. Reiss is a former co-lead counsel on behalf of direct purchasers of Keurig K-Cups in an antitrust class action against Keurig and expects to continue that work on behalf of direct-action clients at Crowell.

"Will is a tenacious litigator known for his creative approach to problem-solving, meticulous case management, and success in building collaborative teams that work seamlessly with clients and co-counsel," Daniel A. Sasse, chair of the firm's antitrust and competition group, said in a statement. "He understands how to deliver litigation results that prioritize our clients' business goals from the start."

Reiss is the chair of the New York State Bar Association's Antitrust Law Section. He serves on the board of directors of the Young Center for Immigrant Children's Rights, and his pro bono work has included

advocating on behalf of families of the Sept. 11, 2001, attacks in several September 11th Victim Compensation Fund hearings, the firm said.

As for trends, Reiss said artificial intelligence is top of mind for all corporate counsel right now.

"They are navigating an increasingly complex environment, amidst enhanced private and government scrutiny," he said. "In the coming years, there will be case law that will create new precedent for how competition law applies to developing technology. At Crowell, I will be working at the forefront of cases that explore this important issue."

Reiss joined Robins Kaplan 13 years ago as an associate, becoming partner in 2020, his LinkedIn profile states. A graduate of New York University School of Law and George Washington University, he's also been an associate at Labaton Sucharow LLP, Sidley Austin LLP and Latham & Watkins LLP.

Other high-profile members of Crowell & Moring's antitrust competition group include partners Kenneth Dintzer, former deputy branch director in the National Courts Section of the U.S. Department of Justice's Civil Division, and first-chair trial partner Eric P. Enson, formerly of Jones Day.

--Additional reporting by Emily Sawicki and Adrian Cruz. Editing by Bruce Goldman.

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