



GREENBERG GROSS LLP

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GREENBERG GROSS LLP OPENS ITS DOORS

- Partners grabbed national headlines for \$50 million jury verdict
- Specializing in high-stakes commercial cases
- Partner Wayne Gross is President of Orange County Bar

COSTA MESA (April 2, 2013) – Two shareholders of international law firm Greenberg Traurig LLP announced that, effective today, they have opened a new litigation firm that will specialize in high-stakes commercial cases. The firm, started by Alan A. Greenberg and Wayne R. Gross, will be named Greenberg Gross LLP, and will be headquartered on the 17th Floor of the Center Tower building in Costa Mesa.

The partners grabbed national headlines for winning a \$50 million jury verdict in a partnership dispute regarding iconic Hollywood properties, including the world-famous Palladium.

Gross said the firm is in the process of hiring several exceptional attorneys, and will offer clients a flexible fee structure.

“Big firms traditionally use a leverage-billing model that does not reward efficiency. If a case calls for a contingent fee, a fixed fee, or a hybrid fee, Greenberg Gross will provide such an alternative billing option to the client,” he said. “We offer the world-class talent and passion of big firm partners with the flexibility and access clients need – and should demand.”

Gross, president of the Orange County Bar Association and former chief of the Orange County Division of the Office of the United States Attorney, prosecuted cases of national and international significance during his 17-year tenure in government service. His primary area of emphasis at the U.S. Attorney’s Office was complex fraud work, for which he was presented with awards of two U.S. Attorneys General and the Director of the FBI. In 2007, Gross left government service to become a partner at a regional law firm where he specialized in complex

business litigation, as well as in white-collar defense. In 2009, Gross joined the global law firm of Greenberg Traurig LLP in its Irvine office as a litigation shareholder, later becoming co-head of the office's litigation practice group with Greenberg.

John Hueston, a litigation partner at Irell & Manella who worked with Gross at the U.S. Attorney's Office, said: "Since entering private practice, Wayne has been called upon to try several high-stakes business cases and has repeatedly demonstrated that he is a bet-the-business litigator who can be counted on to defend a company in its darkest hour." His victories include obtaining a defense verdict for a television station and CEO against a former executive alleging fraud and breach of contract, a defense verdict for principals of a manufacturing company against a former partner alleging fraud and breach of contract, and, along with Greenberg, a \$50 million jury verdict for a developer on a counterclaim arising from repudiation of a joint venture to redevelop prominent commercial properties in Hollywood.

Greenberg, who co-tried the \$50 million Palladium case, is also an accomplished business trial lawyer, having tried cases for more than 23 years since moving to Orange County from New York, where he started his legal career as a transactional lawyer on Wall Street. Among his other trial successes, Greenberg obtained a seven-figure jury verdict for a Canadian company whose California division was sabotaged by a competitor, and a seven-figure verdict for improper contractual penalties on behalf of a medical transportation company against a company that factored its accounts receivable.

Greenberg joined Greenberg Traurig LLP in 2007. Greenberg is not related to Mel Greenberg, the co-founder of Greenberg Traurig.

Both Greenberg and Gross have been repeatedly recognized for their outstanding trial work, including being selected by their peers for inclusion in *The Best Lawyers in America*® 2013 (Copyright 2012 by Woodward/White, Inc., of Aiken, SC).

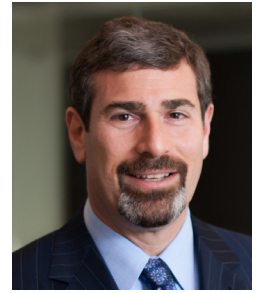
David Zak, the principal of Newport Capital Advisors, LLC, which won the \$50 million verdict in the Palladium case, said: "No one is better than Alan Greenberg and Wayne Gross. They took a case that other firms thought had no chance of winning and turned it into a stunning success. I cannot say enough about how appreciative I am to have had such outstanding advocates on my side. Greenberg Gross is an immediate powerhouse in business litigation."

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For additional information, please visit www.GGTrialLaw.com, or contact Wayne R. Gross: (949) 383-2800 / WGross@GGTrialLaw.com.



Gross: free of “big firm conflict restrictions”



Greenberg: co-chaired Greenberg Traurig’s OC litigation practice with Gross

Greenberg, Gross to Look Both Ways on Trial Work

by JANE YU

Orange County Business Journal, Sunday, March 31, 2013

Former federal prosecutor and current Orange County Bar Association President Wayne Gross has partnered with Alan Greenberg to start a new law firm in Costa Mesa, with plans to specialize in litigation on “high-stakes commercial cases” for plaintiffs and defendants.

The two recently left the Irvine office of Miami-based Greenberg Traurig LLP, where they were shareholders. Greenberg is unrelated to that firm’s founding partner.

Greenberg Traurig’s office here employs about 40 of the firm’s 1,780 lawyers, who are spread over offices in the U.S. and abroad.

Gross said his new firm, which has taken the name Greenberg Gross, will allow the partners to “take the business litigation cases that we want to handle without being subject to big-firm conflict restrictions.”

The idea to start their own firm tracks a few years back, when Gross and Greenberg worked together on a case representing real estate developer Newport Capital Advisors LLC in Newport Beach against Connecticut-based money manager Commonfund Realty Investors LLC.

They won a \$50.3 million verdict on a counterclaim that argued Commonfund Realty had breached a joint venture agreement, which involved the redevelopment of the Hollywood Palladium.

“That trial, as well as the result, caused a paradigm shift in the way Alan and I perceive our role in the justice system,” Gross said. “Due to conflicts, big-firm lawyers are often limited to defending large clients who have been sued and thus can only play defense, not offense. But in the NCA case, we were able to play offense by filing a cross-complaint against a large entity that fortunately had never been represented by [Greenberg Traurig].”

Greenberg Gross has taken 7,000 square feet of office space on the 17th floor of the Center Plaza building next to the Segerstrom Center for the Arts.

Construction to renovate a former Deutsche Bank private wealth management office is expected to wrap up by July. In the meantime, the duo will work out of a smaller office on the same floor, which they share with one other tenant, Henry Segerstrom, managing partner of C.J. Segerstrom & Sons, which runs South Coast Plaza.

The floor also had been home to Greenberg Traurig before its relocation to Irvine a few years ago.

Greenberg had been with Greenberg Traurig since 2007. He was named a shareholder in 2010, and served as co-chair of the firm’s litigation group alongside Gross.

Gross joined Greenberg Traurig’s litigation group in 2009 as the firm was pushing to build its corporate regulation practice and white-collar criminal defense work.

Gross had previously led the white-collar division at the Costa Mesa office of Phoenix-based Snell & Wilmer LLP. He spent 18 years as a federal prosecutor in various posts, including chief of the Orange County division of the U.S. Attorney’s Office.



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2 Greenberg Traurig Attys Establish Litigation Law Firm

By **Ciaran McEvoy**

Law360, Los Angeles (April 02, 2013, 2:52 PM ET) -- Two Irvine, Calif.-based shareholders at Greenberg Traurig LLP are setting up their own litigation firm specializing in high-stakes commercial lawsuits and located in the neighboring city of Costa Mesa, they announced Tuesday.

Alan A. Greenberg and Wayne R. Gross' law firm is dubbed Greenberg Gross LLP. Before teaming up to found their own firm, the legal duo won a \$50 million jury verdict in 2011 on behalf of Newport Capital Advisors LLC in a dispute with nonprofit investment manager Commonfund over a series of Los Angeles properties, including the Hollywood Palladium.

Gross said Tuesday that the law firm is in the process of hiring lawyers and plans to offer clients a flexible fee structure.

"Big firms traditionally use a leverage-billing model that does not reward efficiency," Gross said. "If a case calls for a contingent fee, a fixed fee or a hybrid fee, Greenberg Gross will provide such an alternative billing option to the client."

Gross and Greenberg both said they thoroughly enjoyed their time at Greenberg Traurig, but desired to do more plaintiffs work representing businesses.

"We wanted to be free of big-firm conflict restrictions," Gross said.

Gross currently serves as president of the Orange County Bar Association. He joined Greenberg Traurig in 2009, after working for two years at Snell & Wilmer LLP, where he was a partner running its white collar division from its Orange County office. At Greenberg Traurig, Gross was a litigation shareholder and later — along with Greenberg — became the co-head of its litigation practice group.

Before entering private practice in 2007, Gross worked for 17 years in government service, where he ultimately ran the Santa Ana-based branch of the U.S. Attorney's Office for the Central District of California.

While a federal prosecutor, Gross specialized in complex fraud cases and was awarded for his service by two U.S. attorneys general as well as a director of the FBI.

Greenberg has tried business law cases for 23 years since moving to California from New York, where he began his legal career as a transactional attorney on Wall Street. Greenberg joined Greenberg Traurig in 2007, and his past successes including a seven-figure jury verdict for a Canadian company whose California division was harmed by a competitor.