

HUESTON HENNIGAN



Justin Greer
Associate

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Education

Georgetown University Law Center (J.D., 2017) Order of the Coif
Biola University (B.A., 2014, Political Science) summa cum laude

Clerkships

Hon. Jay S. Bybee, U.S.
Court of Appeals for the Ninth
Circuit

Admissions

California

Justin Greer is a litigator whose practice focuses on high-stakes business disputes and complex commercial litigation. Mr. Greer manages all stages of litigation, from pretrial through appeal, for a wide variety of clients.

Before joining Hueston Hennigan, Mr. Greer was an associate at Irell & Manella LLP, where he represented individuals and companies in complex commercial, intellectual property, and appellate litigation matters.

During law school, Mr. Greer served as a student attorney in Georgetown's Appellate Litigation Clinic, where he drafted merits briefing and presented oral argument before the U.S. Court of Appeals for the Eleventh Circuit. He also interned for the Hon. Eric G. Bruggink on the U.S. Court of Federal Claims, and he served as the executive projects editor of the *Georgetown Law Journal's Annual Review of Criminal Procedure*.

Experience

Won a "record-setting" \$293M verdict for **Monster Energy Company** against rival beverage company Vital Pharmaceuticals, Inc. in a false advertising, tortious interference, and trade secret case after a monthlong trial. The jury found Vital Pharmaceuticals Inc. and its CEO falsely advertised the "super creatine" ingredient of its billion-dollar Bang energy drink. The verdict is believed to be one of the

largest, if not the largest, Lanham Act awards ever. (See “Monster Energy wins \$293 mln false-advertising verdict against rival Bang,” [Reuters](#); “Monster Wins \$293M Verdict Against VPX In False Ad Trial,” [Law360](#); “Monster Energy Wins \$293 Million False Ad Award Over Bang,” [Bloomberg Law](#)).

Won one of “the largest-ever U.S. trademark awards” ([Reuters](#)) for **Monster Energy Company** against rival beverage company Vital Pharmaceuticals, Inc. Following a two-week trial, the arbitrator held that VPX’s Bang Energy does not contain advertised muscle-building creatine and infringed on “Bang” trademark. In the significant ruling, the arbitrator awarded Monster and Orange Bang \$175 million in damages, nearly \$10 million in attorney’s fees and costs, and a 5% royalty on all future sales of Bang Energy (with over \$1.5 billion in annual sales). (See “Monster asks court to enforce \$175 mln award against Bang Energy maker,” [Reuters](#); “Monster, Orange Bang Win \$175M Against Rival In Arbitration,” [Law360](#)).

Represented a **leading American media and entertainment company** in a matter involving copyright ownership of remastered sound recordings.

Successfully settled a breach of contract and fraud case with claimed damages in excess of \$75 million on behalf of a **private equity fund**.

Successfully settled an employment dispute for a **large biotechnology company** relating to executive compensation worth millions of dollars.

Represented a **leading fitness technology company** in matters involving patent infringement, trademark and trade dress infringement, and false advertising claims against competitors Echelon Fitness Multimedia, LLC and ICON Health & Fitness Inc.

Defended a **global footwear retailer** against allegations that its product designs infringed several competitors’ trademarks and design patents.

Represented **former board members and CEO of an investment holding company** in a matter involving breach-of-fiduciary-duty claims.

Represented a **pro bono client** in a breach-of-contract matter in California state court. After completion of summary-judgment briefing, negotiated and obtained a favorable settlement for the client.

Secured a complete victory for **McDonald’s USA** against Byron Allen in a \$100 million fraud suit over ad spend on black-owned media, through a motion brought under California’s “anti-SLAPP” statute. (See “McDonald’s Gets Anti-SLAPP Win In Allen’s \$100M Fraud Suit,” [Law360](#); Byron Allen Loses \$100M Fraud Lawsuit Against McDonald’s Over Ad Spend on Black-Owned Media,” [The Hollywood Reporter](#)).