

# HUESTON HENNIGAN

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Segun Babatunde  
Associate

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## Education

Harvard Law School (J.D., 2018)

Duke University (B.A., 2014, Psychology)

## Admissions

California

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Segun Babatunde represents clients in high-stakes commercial litigation and white collar investigations, managing all aspects of a case for a wide variety of clients.

Prior to joining Hueston Hennigan, Mr. Babatunde was a litigation associate at Munger, Tolles and Olson, where he worked on complex commercial litigation matters. Mr. Babatunde also founded a skills-wagering eSports platform, overseeing daily operations and ensuring company compliance with applicable law.

During law school, Mr. Babatunde served as notes editor for the *Harvard Law Review* and Membership Engagement Chair for the Black Law Students Association.

Before law school, Mr. Babatunde graduated from Duke University, where he was selected for the University Scholars Program— a four-year full merit scholarship.

## Experience

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-

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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](#)).

Representing **Shopify Inc.** in multiple class action lawsuits arising out of a data breach.

On the eve of trial, favorably settled a lawsuit on behalf of **Palantir Technologies** alleging intentional interference with economic advantage relating to an alleged potential \$300 million sale of stock.

Successfully settled a suit brought by **Don Lee Farms** against Beyond Meat alleging breach of contract, fraud, and negligent misrepresentation arising out of Beyond Meat’s termination of an exclusive supply agreement; and defended against Beyond Meat’s related cross-claims alleging breach of contract, misappropriation of trade secrets, trademark infringement, and fraud.

Trial counsel for **Ball Up, LLC**, a major streetball basketball brand, in a \$500 million-dollar breach of contract case against a manufacturing partner.

Represented a **mass media and entertainment conglomerate** in breach of contract and defamation action.

Represented a **multibillion-dollar investment company** in complex civil action alleging fraud and unfair competition.

Conducted external investigation on behalf of **prominent California Universities** into potential fraud and racketeering conspiracy.

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](#)).

Conducted an external investigation on behalf of an **international engineering services company** into potential trade secret misappropriation.

Successfully moved to dismiss a frivolous witness-intimidation lawsuit on behalf of a **former caregiver to comic book icon Stan Lee**.

Successfully argued for Domestic Violence Restraining Order in California state court, and Withholding of Removal in immigration court, on behalf of **pro bono clients**.