

**Robert J. Itri**

Shareholder

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Direct: 602.792.3532

Bob is a Shareholder in the Phoenix, Arizona law firm of Milligan Lawless, P.C. Bob practices in the areas of Litigation (Commercial and IP) and Intellectual Property. Bob has extensive experience in representing both start-up and existing businesses in complex litigation matters encompassing intellectual property and securities, arbitration and enforcement actions, contract, trade secret, business tort and shareholder litigation. His representation of clients has included matters before the United States Securities and Exchange Commission, the Financial Industry Regulatory Authority (FINRA) and the Arizona Corporation Commission.

Bob's recent experience includes:

- Obtained favorable settlement from majority owners of utility company on behalf of holder of minority ownership in shareholder oppression case;
- Successfully represented national homebuilder in pursuing trademark infringement and cybersquatting claim against multiple infringers;
- Obtained defense judgment on behalf of supplement manufacturer in \$50,000,000 false advertising case filed by competitor;
- Obtained favorable settlement on behalf of local provider of VoIP services in trademark infringement action against Fortune 50 Technology Company;
- Obtained dismissal of all claims in Qui Tam action against medical practice group asserting violations of Federal False Claims Act;
- Successfully represented trademark owners in multiple UDRP proceedings to recover domain names from cyber squatters;
- Successfully represented trademark owner in opposition proceeding before the Trademark Trial and Appeal Board;
- Successfully represented on-line retailer in terminating unauthorized use of trademark and copyrights by competitors;
- Successfully defended national medical practice group in successor liability claim arising from acquisition of local medical practice group;
- Successfully represented retail consumers against securities broker and brokerage firms in FINRA arbitration proceeding;
- Obtained favorable resolution on behalf of issuer of security in enforcement proceeding brought by the Arizona Corporation Commission asserting violations of the Arizona Securities laws.

**PRACTICE AREAS**

- Commercial and Intellectual Property Litigation
- Intellectual Property, including
  - Copyrights
  - Due Diligence
  - Patents
  - Trademarks and Branding
  - Trade Secrets
  - Internet
  - Licensing

**EDUCATION**

- Boston College, J.D., with honors, 1986
- Boston College, B.S., 1982

**ADMISSIONS**

- Arizona, 1986
- Massachusetts, 1988
- U.S. District Court, District of Arizona, 1986
- U.S. Court of Appeals, Ninth Circuit, 1999
- U.S. Court of Appeals, Federal Circuit, 2009

**ASSOCIATIONS AND MEMBERSHIPS**

- State Bar of Arizona
- American Bar Association, Intellectual Property Law Section
- Arizona State Bar Association, Intellectual Property Law and Securities Law Sections
- State Bar Fee Arbitration Committee Member, June 2012-Present

**HONORS AND AWARDS**

- AV Preeminent Peer Review Rating, Martindale-Hubbell listed
- Arizona's Finest Lawyers, Sustaining Member since 2016
- Best Lawyers in America, Commercial Litigation, Copyright Law, Litigation - Intellectual Property and Trademark Law, since 2013
- Southwest Super Lawyers, Business Litigation since 2014

- Influential IP Attorneys, AZ Business Magazine, 2012
- Madison Who's Who, Business Leaders and Professionals
- AZ Business Magazine, Arizona's Top Lawyers - Intellectual Property, 2013

#### **PUBLICATIONS**

- Recommended Arizona Jury Instructional (Civil), 2<sup>nd</sup> Ed., (Contributing Author), Commercial Tort Subcommittee of the Civil Jury Instructions Committee