

**Robert J. Itri**

Shareholder

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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 practice also focuses on the representation of healthcare organizations, physicians and other providers in a wide range of matters, including healthcare fraud and abuse, compliance and regulatory investigations, licensing, medical staff matters, risk management, physician employment, contract matters and related litigation and arbitration proceedings.

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;

PRACTICE AREAS**Commercial Litigation****Healthcare****Intellectual Property****PROFESSIONAL RECOGNITION**

- AV Preeminent Peer Review Rating, Martindale-Hubbell listed
- Arizona's Finest Lawyers, Sustaining Member since 2016
- The Best Lawyers® in America
 - Copyright & Trademark Law, since 2013
 - Commercial Litigation, since 2014
 - Litigation – Intellectual Property, since 2015
 - Litigation – Health Care, since 2025
- 2019 Copyright Law "Lawyer of the Year" in Phoenix
- 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
- Thompson Reuters Stand Out Lawyer 2026

PROFESSIONAL LEADERSHIP

- 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

EDUCATION

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

BAR & COURT 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