

ROBERT A. BLEICHER

DIRECTOR



In his 30-plus years as a business litigation and trial lawyer, Bob Bleicher has helped his clients successfully resolve their complex and important disputes. Bob works closely with his clients to develop and implement strategies that enable them to effectively and efficiently realize their key business goals.

Bob's clients include Fortune 500 companies, major foreign corporations and closely held businesses in key business sectors, including technology, construction, transportation, manufacturing, industrial and commercial services, banking, food services, consumer products, securities and insurance.

As part of his litigation practice, Bob has extensive ADR experience in mediation and arbitration. He also has extensive experience in toxic exposure and catastrophic injury claims.

RECENT REPRESENTATIVE MATTERS

- › Served as lead trial counsel in a two-week AAA arbitration concerning the breach of complex software licensing agreements. Award limited to less than 4 percent of the claimant's eight-figure demand.
- › Served as lead trial counsel in the successful defense of a global project management company in a \$100 million claim involving complex alter ego and conspiracy theories. The case settled on very favorable terms after motion was filed for summary judgment.
- › Represented a major Silicon Valley company in three complex and connected trade secret cases involving its leading edge technology, resulting in a very favorable resolution.
- › Acted as lead counsel in multi-state trade secret claim involving an industrial and commercial services company.
- › Obtained a multi-million dollar settlement for a major commercial enterprise in an insurance bad faith claim against its underwriters.
- › Litigated and favorably resolved claims of fraud, misrepresentation and unfair business practices involving the design of a state-of-the-art VoIP system.
- › Served as lead counsel in the successful representation of a

KEY AREAS

Business litigation
Intellectual property
Employment claims
Trade secrets
Licensing
Construction
Product liability
Securities, life insurance and annuities
International transportation and maritime law
Major personal injury

PRACTICE AREAS

Business Litigation
Intellectual Property
Employment
Construction

ACADEMIC CREDENTIALS

Santa Clara University School of Law,
J.D.

University of California, Berkeley, B.A.
with honors, Political Economy of
Industrial Societies

leading software application interface design firm in a claim for the breach of its multi-tiered design contract with an international environmental software control developer. The dispute was favorably resolved before litigation became necessary.

- › Defended major domestic and foreign corporations in employment claims alleging wrongful termination based on gender, race, age and violation of public policy.
- › Defended a global industrial company in a multi-million dollar claim involving the design and construction of an industrial facility.
- › Obtained significant judgment for a major construction contractor in a two-month trial against a subcontractor involving a comprehensive hotel renovation project.
- › Obtained very favorable settlement after the first week of trial for a global industrial company in a claim stemming from the catastrophic explosion of a high-pressure oxygen gas line.
- › Obtained summary judgment for the manufacturer of a top loader in an accident resulting in severe traumatic brain injuries to the crane's operator.
- › Extensive arbitration experience in defense of investor claims against major Wall Street broker-dealers and their registered representatives.
- › Served as counsel in multiple trials in catastrophic injury and death claims.
- › Obtained summary judgment for a mortgage-backed security trust in a multi-million dollar claim for wrongful foreclosure, TILA and RESPA violations, fraud and quiet title.

PROFESSIONAL ORGANIZATIONS

- › State Bar of California
- › San Mateo County Bar Association, Litigation Section
- › Bar Association of San Francisco
- › British American Business Council
- › German American Business Association
- › San Francisco County Superior Court Early Settlement Program, Volunteer Mediator
- › ProVisors SF7, Executive Committee

ADMISSIONS

- › Admitted to practice in all California State courts
- › United States District Court for the Northern, Southern, Eastern and Central Districts of California
- › United State District Court, Colorado
- › United States Court of Appeals for the Ninth Circuit

HONORS AND AWARDS

AV® Preeminent™

BestLawyers in the Bay Area, Bay Area Lawyer Magazine, Litigation, 2005

CIVIC AND CHARITABLE

San Francisco Maritime National Park Association, President, Board of Trustees, 2013-2016

Nueva School - Hillsborough, CA, Former trustee

PUBLICATIONS

Damages After Sargon, The California Lawyer, June 2014

Maintaining Trade Secret Confidentiality in Litigation, Association of Corporate Counsel, San Francisco Bay Area Chapter, Q2 2015 Newsletter

Principles of Trade Secret Protection in California, GGI Insider Magazine, July, 2015 Issue

Non-Compete Agreements in California, GGI Insider Magazine, January, 2016 Issue

SPEAKING ENGAGEMENTS

Panelist, “Building your Big Tent: Office Build-Outs”, Association of Corporate Counsel, November 2014

“Strategic Considerations in Arbitration and Judicial References”, GGI World Conference, Boston, October 2015