



Steven A. Zalesin

Partner

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Steve Zalesin is a nationally renowned trial lawyer with extensive experience in advertising litigation, intellectual property, and complex commercial matters. He has successfully tried cases and argued appeals in numerous courts throughout the United States.

For more than 30 years, Mr. Zalesin has represented the nation's leading consumer products companies in a series of landmark cases that have shaped the laws of advertising litigation, while helping to preserve and grow the markets for our clients' products. In the past year he has won dismissal of several high-profile "greenwashing" cases, in which our clients were accused of misrepresenting the environmental impact of their operations. In addition, he has successfully defended multiple clients in putative class actions that alleged that their products contained dangerous contaminants. Mr. Zalesin is currently defending major beverage, consumer healthcare, household goods, and confectionary companies in litigation over their product labeling and advertising.

In 2016, Mr. Zalesin secured a federal jury verdict for the world's leading beverage company in a closely-watched dispute over juice labeling. He initially obtained summary judgment dismissing the claims against our client, and successfully defended that ruling before the Ninth Circuit. The U.S. Supreme Court then vacated the Ninth Circuit's decision and remanded the case for trial. The Los Angeles jury rejected the competitor's claims in full, returning a verdict in our client's favor after a six-day trial and less than a day of deliberation. As a result, Mr. Zalesin was named "Litigator of the Week" by *The American Lawyer* (March 24, 2016). In 2020, he obtained a noteworthy dismissal of a class action complaint that targeted a leading online petitioning platform and its efforts to promote racial justice following the murder of George Floyd.

The National Law Journal recently named Mr. Zalesin to its 2023 list of "Media & Entertainment Law Trailblazers." He is also listed in *Chambers USA* as a leading practitioner in the area of Advertising: Litigation, where he is described as "absolutely terrific." Clients note, he "*is one of the top advertising litigators in the country. He is a very good writer and a very effective oral advocate who is excellent in court. He's an all-round top lawyer.*" Clients praised his "*good, calm demeanor,*" adding, "*he always has a sense of how a case will go.*"

Mr. Zalesin is ranked in *The Legal 500's* "Hall of Fame" in the area of Advertising and Marketing: Litigation, where clients describe him as "nothing short of exceptional." He is also listed as "Litigation Star" in Benchmark: America's Leading Litigation Firms and Attorneys. He has been named as a "Client Service All-Star" by The BTI Consulting Group for the past several years. This award recognizes attorneys who "stand above all the others in delivering the absolute best in client service."

Admissions

- U.S. Supreme Court
- U.S. Court of Appeals, First Circuit; Second Circuit; Third Circuit; Seventh Circuit; Eighth Circuit; Ninth Circuit; Federal Circuit; D.C. Circuit
- U.S. District Court, Southern and Eastern Districts of New York; Eastern District of Wisconsin; Northern District of Florida
- New York

Professional Activities

HONORS: Named by *The National Law Journal* in its 2023 list of Media & Entertainment Trailblazers; Recognized by *Chambers USA* in the area of Advertising; Ranked in *The Legal 500's* Hall of Fame in the area of Advertising and Marketing: Litigation; Listed as a "Litigation Star" for New York in *Benchmark: America's Leading Litigation Firms and Attorneys*; Named in *Super Lawyers* in the area of Intellectual Property Litigation; Recognized as a "Client Service All-Star" by The BTI Consulting Group; Recognized in *World Trademark Review 1000*.

MEMBERSHIPS: Fellow, the American Bar Foundation (2023 – present)

Education

- University of Pennsylvania Carey Law School (J.D., *cum laude*, 1985)
 - Editor, *University of Pennsylvania Law Review*
- Syracuse University (B.S., *magna cum laude*, 1982)