



Erik S. Bliss

Partner

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PRACTICE AREAS

- Litigation
- Antitrust and Trade Regulation

INDUSTRIES

- Mortgage Banking

OVERVIEW

Erik S. Bliss is a partner in the Business Trial Practice Group in Sheppard Mullin's San Diego office.

Areas of Practice

Mr. Bliss' practice focuses on complex business litigation with an emphasis on class actions, including consumer and trade regulation, antitrust, commercial contract, and business tort matters. He has handled numerous cases in state and federal trial courts involving breach of contract, fraud, interference, and antitrust claims. Mr. Bliss has briefed and argued several appeals of cases involving these issues.

He has particular experience defending actions under California's Unfair Competition Law and Consumer Legal Remedies Act, specifically unfair business practices, false and deceptive advertising claims, and including government enforcement actions, for such clients as The Sports Authority, PETCO, Wells Fargo, and Macy's. Additionally, Mr. Bliss has some experience in employment and insurance litigation issues.

EDUCATION

- J.D., Vanderbilt University School of Law, 1995, Order of the Coif
- A.B., Dartmouth College, 1992, *With Honors*

CLERKSHIPS

- Law Clerk to the Honorable Joseph M. McLaughlin of the United States Court of Appeals for the Second Circuit

HONORS

- San Diego Super Lawyer, 2007, 2008, 2009, 2010, 2011

MEMBERSHIPS

- Member, San Diego County Bar Association
- Member, State Bar of California, Litigation and Antitrust and Unfair Competition Sections
- Board of Governors, Association of Business Trial Lawyers; Editorial Board, San Diego ABTL Report
- Member, Bridgepoint Education Holiday Bowl Committee
- Past member, Board of Management of San Diego's Downtown YMCA

ARTICLES

- "Section 1021.5 and the Catalyst Theory (or, Why Can't Joe Get Paid?)," San Diego ABTL Report (Volume XII No. 3), August 2005
- "Korea Supply: A Little Help For UCL Defendants," *San Diego ABTL Report* (Volume X No. 2), July 2003
- "The Intersection of False Advertising and the First Amendment: *Kasky v. Nike, Inc.*," *San Diego ABTL Report*, (Volume IX No. 3) August 2002

SPEECHES

- Prepared and given presentations at continuing education seminars on topics related to unfair competition and false advertising