

Sheppard Mullin Adds Sedgwick Privacy Pro In Chicago

By **Juan Carlos Rodriguez**

Law360, New York (August 01, 2013, 2:20 PM ET) -- Sheppard Mullin Richter & Hampton LLP has added muscle to its business trial, class action and privacy and data security practices by adding a former Sedgwick LLP partner to its Chicago office, it said Thursday.

David S. Almeida has joined Sheppard Mullin as a partner. At Sedgwick he was co-chair of the privacy and data protection group. His practice focuses on commercial litigation and the defense of class actions brought under various consumer protection laws.

"His substantive practice areas are varied and include all aspects of consumer protection law, including defense of alleged consumer fraud, unfair and/or deceptive business practices claims, many of which are often associated with online and offline privacy issues, direct marketing, mobile and electronic commerce platforms, loyalty programs and various promotions practices," the firm said.

It said a significant portion of his practice is devoted to defending companies against class and individual actions brought under a variety of consumer protection statutes, including the Telephone Consumer Protection Act, the Fair and Accurate Credit Transactions Act, the Electronic Funds Transfer Act, the CAN-SPAM Act, and state consumer fraud and unfair business practices laws.

"David is a top-notch litigator, whose data privacy background and expertise is an excellent fit with us," Guy N. Halgren, chairman of Sheppard Mullin, said in a statement. "We continue to grow core practice groups like business trial and expand our litigation capabilities to better serve clients."

Almeida is frequently called on to defend companies in litigation challenging their privacy and direct marketing practices, according to the firm. He is versed in privacy and marketing laws, regulations and best practices, making him suited to resolve litigation matters as well as to design and implement effective, compelling and legally compliant marketing programs, the firm said.

"We are very pleased and excited to have David join us in Chicago. He is a great addition to our growing Chicago office, and we look forward to working with him and his clients," Lawrence C. Eppley, managing partner of Sheppard Mullin's Chicago office, said in a statement.

Almeida's practice is national in scope and he has participated in the defense of more than 100 class actions in courts across the country, involving all stages of the litigation and appellate processes, the firm said.

"I am excited to join Sheppard Mullin," Almeida said in a statement. "I was particularly impressed with the firm's privacy and data security group and its capabilities, as well as the firm's collegial culture and entrepreneurial spirit."

Almeida received his law degree from the Cornell Law School in 1999, and a bachelor's degree from Salisbury University in 1995.

--Editing by Andrew Park.

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