

Gregory T. Everts

Partner

Greg Everts draws on an extensive background in litigation, government, and public policy to help clients resolve high-stakes business and regulatory disputes. He is a former investigative journalist and Congressional press secretary, legislative policy analyst, trial attorney with the U.S. Department of Justice, and legal counsel in the Office of the U.S. Vice President. He is a graduate of Michigan Law School, with a master's degree in public affairs from Princeton University.

Greg's experience includes:

- Government investigations and licensing and enforcement actions, including subpoena response (criminal and civil), internal investigations, and whistleblower/*qui tam* lawsuits;
- Theft of trade secrets and covenants not to compete;
- False advertising under the Lanham Act and other state and federal consumer fraud statutes;
- Consumer protection and deceptive trade practice matters, including cases involving pricing and minimum markup requirements, weights and measures, food and drug regulations, consumer product safety, fair debt collection, insurance licensing, and securities fraud;
- Defense of consumer class actions, including Telephone Consumer Protection Act (TCPA) and fair debt collection cases;
- Trademark and copyright infringement.

As a Justice Department trial attorney in Washington, D.C., Greg managed grand jury investigations and prosecuted white-collar criminal fraud cases. He litigated on behalf of the Federal Trade Commission, U.S. Consumer Product Safety Commission, and other federal agencies. He served at the White House, as Associate Counsel in the Office of the Vice President and as Special Counsel to the President's Crime Prevention Council. He was a member of the litigation team that defended the U.S. Food and Drug Administration's administrative rule aimed at protecting young people from tobacco.

Greg has extensive experience in trial work and dispute resolution, including fast-track injunction and TRO hearings, jury and bench trials, arbitration, mediation, and settlement negotiation. He is a forceful and effective advocate with judges, juries, and mediators, and is able to speak knowledgeably and effectively with government regulators. He is a trusted advisor to public and private companies, family-held businesses, corporate executives, and in-house counsel, with a strong track record of success in



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litigation, regulatory proceedings, and client problem-solving.

Legal Services

- [Litigation & Dispute Resolution](#)
- [False Advertising & Lanham Act](#)
- [Trade Secrets and Unfair Competition](#)
- [Trademark Litigation](#)
- [Class Action Defense](#)
- [Securities Litigation](#)
- [Real Estate](#)
 - [Indian Law and Policy](#)

Education and Honors

- University of Michigan Law School (J.D., *cum laude*, 1990)
 - Order of the Coif. Attorney General's Honor Program, U.S. Department of Justice (1990-1993). Michigan Law Review (Book Review Editor).
- Princeton University (M.P.A., 1987)
 - Princeton School of Public and International Affairs.

Bar Admissions

- Wisconsin
- District of Columbia (Inactive)

Court Admissions

- U.S. Court of Appeals, 7th Circuit, 1990
- U.S. District Court, Western District of Wisconsin, 1990
- U.S. District Court, Eastern District of Wisconsin, 1990

Professional and Civic Activities

- Trial Attorney, U.S. Department of Justice (1990-1997)
 - Attorney General's Honor Program (1990-1993)
 - DOJ Special Achievement Awards (1992-1996)
 - Commissioner's Special Citation, U.S. Food and Drug Administration (1997)
 - Food and Drug Administration Group Award for the investigation of smuggled and unapproved drugs in the veal industry (1997)
- Associate Counsel, Office of the Vice President (1995)
- Special Counsel to the President's Crime Prevention Counsel (1995-1996)
- President (2007-2008) and Board of Governors (2002-2012), Western District of Wisconsin Bar Association

- Chair, Court-Appointed Committee to Consider and Recommend Whether to Reappoint Stephen L. Crocker as U.S. Magistrate Judge (2007)
- Member, American Bar Association (Sections on Litigation, Intellectual Property, and Antitrust), State Bar of Wisconsin (Sections on Litigation, Intellectual Property, and Energy and Telecommunications Law), Dane County Bar Association
- Member, ABA Committees on Private Advertising Litigation and Consumer Protection
- Founder and Director (2008-Present) and President (2008-2012), Madison Club Charitable Foundation
- Director, Friends of the University of Wisconsin-Madison Arboretum (2015-Present)
- Director, Edgewood Condominium Association, Inc. (2011-2014); Trustee, Edgewood Campus School (2002-2008); Chair, ECS Committee on Campus Governance (2007-2011)
- Member, Criminal Penalties Study Committee, State of Wisconsin (1998-1999)
- Member, Rotary Club of Downtown Madison (2002-Present)

Professional Recognition

- *Best Lawyers in America*® 2016-present - Litigation - Regulatory Enforcement (SEC, Telecom, Energy)
- Best Trade Secrets Dispute Attorney, 2016 Intellectual Property Awards, Acquisition International
- Group Pro Bono Award, Seventh Circuit Bar Association (May 2011) -- leader of a legal team representing two prisoners with serious mental illnesses in a lawsuit that successfully challenged conditions of solitary confinement at the Waupun (Wisconsin) Correctional Institution.
- Martindale-Hubbell AV® Peer Review Rated
- Fellow of the Wisconsin Law Foundation
- Fellow of the American Bar Association