

BRUCE SAMUELS

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Bruce is known for his pragmatic and creative strategies to help his clients achieve their litigation objectives. He carefully listens to his clients in order to develop a litigation strategy and then collaborates closely with them to execute on it. Whether the dispute needs to be de-escalated or prepared for trial, Bruce serves as a trusted counselor every step of the way.

Bruce's unusual versatility is illustrated by being recognized in six different areas by Best Lawyers in America: Commercial Litigation, Copyrights, Intellectual Property Litigation, Real Estate Litigation, Trademarks, and Trade Secrets. Benchmark Litigation has recognized Bruce as a "Local Litigation Star" in Intellectual Property since 2014. Clients regularly look to Bruce to obtain temporary restraining orders and preliminary injunctions when, for example, a company's trade secrets have been misappropriated or a former employee is violating a post-employment obligation by soliciting customers.



Bruce has represented clients to successful litigation outcomes in cases such as the following.

- Obtained a judgment on behalf of a medical staffing company against a competitor who improperly recruited the staffing company's doctors in violation of their restrictive covenants.
- Represented the largest pool supply retailer in the country, Bruce defeated claims by a landlord alleging that his client breached a commercial lease. Bruce obtained a defense judgment without any discovery by filing a motion for judgment on the pleadings.
- In a pro bono appeal to the Ninth Circuit, Bruce represented an Orthodox Jewish prisoner for whom the prison and the trial judge refused to provide a kosher diet. After briefing and oral argument, the Ninth Circuit Court of Appeals ruled that the prison had to provide Bruce's client a kosher diet.
- He recently obtained summary judgment defending a piano manufacturer that was sued by a former authorized dealer. The dealer sought over \$8 million in alleged lost profit damages. The court agreed with Bruce's assertions that the dealer had no viable claims, granting summary judgment and dismissing the lawsuit.
- Bruce represented an HOA in addressing the problems caused by short-term rentals in the neighborhood. He obtained a permanent injunction prohibiting the homeowners from renting their homes on a short-term basis.
- After a four-week trial, Bruce and Randy Papetti defeated claims by the buyer of a big box property who sued the seller for \$15 million in damages. The court then awarded Bruce's client \$1.8 million in attorneys' fees.

Bruce is motivated by making a difference in the lives of others. From his volunteer work in Africa after college to serving on several non-profit governing boards over the past two decades, Bruce is committed to giving back. On Election Day 2020, in conjunction with the Lawyers Committee for Civil Rights, Bruce volunteered to seek court orders, if necessary, to protect the right to vote. The Navajo Nation reported that two of its polling locations had only opened after significant delay. Bruce and his team prepared an emergency lawsuit against the county to keep those two locations open for an extra hour. After an all-day effort, the court granted Bruce's request for an emergency order requiring voting to continue until 8:15 p.m.

Bruce has been married to his amazing wife for 21 years. They have two teenage boys who play high school baseball, and enjoy cheering their boys' teams, which play almost every week throughout the year. During his years in school, Bruce traveled to over 35 countries and gained a deep appreciation for the diversity and richness of other cultures. Bruce enjoys running, biking, and HIIT training, and recently completed his first Spartan obstacle course race.

EDUCATION & CLERKSHIP

- New York University School of Law, J.D.
- Occidental College, B.A., Magna Cum Laude
- Judicial Clerk to the Honorable James Moeller of the Arizona Supreme Court, 1994-1995

MEMBERSHIPS & RECOGNITIONS

- Arizona Center for Law in the Public Interest, Board member, 1997-present; Chair, 2009-2013
- Boys and Girls Club of Greater Scottsdale, Board of Governors, 2011-2019
- State Bar of Arizona, Intellectual Property Section, Past Chair
- Benchmark Litigation, "Local Litigation Star" for Intellectual Property, 2014-2021
- Best Lawyers in America, Phoenix "Lawyer of the Year" – Copyright Law, 2013, 2016, 2020, 2021; Phoenix "Lawyer of the Year" – Intellectual Property Litigation, 2017. Recognized in six areas: Commercial Litigation, Copyright Law, Intellectual Property Litigation, Real Estate Litigation, Trademark Law, and Trade Secrets, 2011-2021
- Southwest Super Lawyers, Top 50 Lawyers, 2019, and Business Litigation, identified as a "Super Lawyer" in 2016-2021
- Martindale-Hubbell, "AV/Preeminent" rating

PUBLICATIONS

- Author, Employee no-poaching agreements face legal pressure, AZ BIG MEDIA (July 20, 2018)
- Co-Author, Trade Secrets Litigation Options Will Significantly Expand with Federal Defend Trade Secrets Act (May 30, 2016)
- Co-Author, The Arizona Uniform Trade Secrets Act: To Preempt or Not to Preempt, BLOOMBERG BNA (Feb. 2015)
- Co-Author, The Computer Fraud and Abuse Act: 'Authorization' in Flux and the Ninth Circuit Dilemma, 80 U.S.L.W. 1193 (March 6, 2012)
- Co-Author, The Drug Testing Project in International Sports: Dilemmas in an Expanding Regulatory Regime, 18 HASTINGS INT'L & COMPARATIVE L. REV. 557 (1995)
- Co-Author, Samuels et al., Philip Morris's Failed Experiment in Pittsburgh, 17 J. HEALTH POLITICS, POLY LAW 329 (1992)
- Co-Author, Samuels et al., The Politics of Local Tobacco Control, 266 JAMA 2110 (1991)