



## Greg Margolis

Associate

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Greg Margolis is an Associate in the firm's Litigation department. From 2018 to 2019, Mr. Margolis served as a Law Clerk to the Hon. Richard M. Berman of the United States District Court for the Southern District of New York.

### Admissions

- New York

### Education

- University of Michigan Law School (J.D., *cum laude*, 2017)
  - Book Review Editor, *Michigan Law Review*
- University of North Carolina (B.A., *with highest distinction*, 2010)
  - Phi Beta Kappa

## Blog Posts: Misbranded

*Misbranded* is Patterson Belknap's blog covering false advertising litigation—both consumer class actions and competitor suits—with a particular focus on FDA-regulated products (foods/beverages, pharmaceuticals, cosmetics, and dietary supplements). Writing from the industry perspective, we provide timely updates on important cases, surveys of litigation trends, and in-depth analyses of “hot” legal issues. Our firm pioneered the modern practice of false advertising law more than 40 years ago, bringing the first competitor suits under the Lanham Act. In the decades since, we have continued to practice at the cutting edge, handling many of the field's most groundbreaking cases on behalf of the nation's best-known businesses. Today, led by [Steven A. Zalesin](#), our team advocates creatively, strategically, and efficiently on behalf of our clients at all phases of litigation, from pre-complaint demands to Supreme Court appeals.

September 21, 2021

### **Nothing Brewing: Second Circuit Affirms Dismissal of False Ad Claims Against Starbucks**

The Second Circuit recently decided an appeal of a putative consumer class action, in which New York Starbucks patrons alleged that the smell of freshly brewed coffee wasn't the only thing wafting in the air at the famous coffee...

June 7, 2021

### **All “Cluck” and No Bite? Preemption and Challenges to Poultry and Meat Labels**

Preemption is a familiar battlefield for litigants challenging or defending advertising claims made on the labels of federally regulated products. Plaintiffs bringing claims under state law must contend with the fact that federal laws often contain preemption clauses that...

September 2, 2020

**What You Do Know Can't Hurt You: Standing and the Illinois Biometric Privacy Act**

The Illinois Biometric Information Privacy Act ("BIPA") protects individuals against the unlawful collection, storage and use of their "biometric" information. Under BIPA, plaintiffs may bring claims against companies for failing to obtain informed consent before collecting biometric identifiers (including...

May 1, 2020

**Ninth Circuit: Plaintiff's Lawyer Can't "Mint" Money Over Voluntary Label Changes**

Earlier this month, in a consumer action challenging alleged slack-fill in boxes of Junior Mints and Sugar Babies, the Ninth Circuit considered the reach of the "catalyst theory" for recovering attorney's fees under California law. See *Gordon v. Tootsie...*

## Publications

October 14, 2021

**Vaccine-Related Liability: Past Approaches, Current Challenges, and Proposals for Encouraging Future Innovation and More Widespread Vaccine Use**