

### Erik Bliss Brings Business Litigation Expertise To Sheppard Mullin In San Diego

04.04.2005

Erik Bliss has joined Sheppard, Mullin, Richter & Hampton LLP as special counsel in its Business Trial practice group in San Diego. Bliss, most recently with Latham & Watkins in San Diego, has extensive experience in complex business litigation, with an emphasis in consumer fraud and trade regulation, antitrust, commercial contract, and business tort matters.

Bliss has handled numerous cases in state and federal trial courts involving consumer fraud, antitrust, breach of contract, and interference claims, and has briefed and argued appeals of cases involving these issues. He has particular experience defending actions under California's Unfair Competition Law and Consumer Legal Remedies Act, specifically including unfair business practices and false and deceptive advertising claims, and including criminal consumer fraud and government enforcement actions.

On these matters, Bliss has represented clients such as Macy's West, Inc., The Sports Authority, Inc., Longs Drug Stores Corp., PETCO Animal Supplies, Inc., Hilton Hotels Corporation, Columbia TriStar Home Entertainment, Inc., Miramax Films Corp., Blockbuster, Inc., and Sempra Energy, Inc. Bliss also has some experience in employment and insurance litigation.

Tara Wilcox, managing partner of the San Diego office, said, "Erik is a talented attorney with a great deal of litigation experience and we are excited to have him join us. He brings added expertise to an office and practice area that continues to grow."

Commented Bliss, "Sheppard Mullin has an excellent reputation throughout the legal and business communities. I was particularly attracted to the depth of the firm's business trial practice, and believe it is an excellent fit for my background and clients."

Bliss received his law degree from Vanderbilt University in 1995 and his undergraduate degree from Dartmouth College in 1992. Prior to going into private practice, he served as a Law Clerk to the Honorable Joseph M. McLaughlin of the United States Court of Appeals for the Second Circuit.

#### **About Sheppard, Mullin, Richter & Hampton LLP**

Sheppard, Mullin, Richter & Hampton LLP is a full service AmLaw 100 firm with 430 attorneys in nine offices located throughout California and in New York and Washington, D.C. The firm's California offices are located in Los Angeles, San Francisco, Santa Barbara, Century City, Orange County, Del Mar Heights and San Diego. Sheppard Mullin provides legal expertise and counsel to U.S. and international clients in a wide range of practice areas, including Antitrust, Corporate and Securities; Entertainment and Media; Finance and

Bankruptcy; Government Contracts; Intellectual Property; Labor and Employment; Litigation; Real Estate/Land Use; Tax, Employee Benefits, Trusts and Estate Planning; and White Collar Defense. The firm was founded in 1927.

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