



## Shaina M. Lefkowitz

### Associate

Boston

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## OVERVIEW

Shaina Lefkowitz is an associate in the firm's Boston office where she is a member of the firm's Antitrust, Competition, and Trade Regulation team. Shaina focuses on consulting and representing clients on issues related to antitrust and competition, product pricing and distribution, advertising and marketing, intellectual property, and e-commerce.

Additionally, Shaina has experience with data privacy and security compliance. She provides counseling on best practices in data management and developing privacy and security policies and procedures to meet changing regulatory requirements and assists clients in handling data breach responses and investigations.

Shaina's litigation experience includes high-stakes antitrust and competition cases involving monopolization and restraint of trade issues under the Sherman and Clayton Acts, pricing issues under the Robinson-Patman Act, intellectual property claims, and false advertising disputes. Shaina advises product manufacturers on the design and implementation of distribution and resale price maintenance strategies, focusing on removing unauthorized Internet resellers and limiting online price erosion and gray market disruption. This includes developing customized distribution strategies, such as Unilateral Pricing Policies and Minimum Advertised Price (MAP) Policies, the development of Marketplace Reseller Agreements and Sale Representative Contracts, and selective distribution strategies.

Shaina has experience assisting clients subject to federal and state investigations in the United States, which have involved potential regulatory, civil, and criminal exposure. Shaina has represented businesses in state and federal class action lawsuits brought under federal consumer protection statutes such as the Fair Debt Collection Practices Act and Real Estate Settlement Procedures Act, as well as under common law theories of liability and various state unfair and deceptive acts and practices laws.

## PROFESSIONAL BACKGROUND

Prior to joining the firm, Shaina was a legal compliance officer for a Fortune 500 company where she supported various international business units through the development of policies and procedures.

## EDUCATION

- J.D., Suffolk University Law School, 2015 (*Chief Managing Editor, Suffolk University Transnational Law Review*)
- B.S., Bentley University, 2011

## ADMISSIONS

- Bar of Massachusetts
- United States District Court for the District of Massachusetts

## THOUGHT LEADERSHIP POWERED BY HUB

- 13 July 2022, The FTC's "New" Tool: Greater Enforcement of the Robinson-Patman Act
- 13 January 2021, Hong Kong's New Campaign to Combat Price Fixing Cartels

## OTHER PUBLICATIONS

- "Businesses Should Prepare For FTC Use Of Robinson-Patman," *Law360*, 20 July 2022

## AREAS OF FOCUS

- Antitrust, Competition, and Trade Regulation

## REPRESENTATIVE EXPERIENCE

- *Roxul USA, Inc. v. Armstrong Worldwide Industries*, Delaware Federal District Court. Defeated motion to dismiss and motion for summary judgment in lawsuit alleging improper monopolization of acoustical ceiling tile marketplace. Case resulted in a Confidential Settlement.
- *MLW Media LLC v. World Wrestling Entertainment, Inc.*, USDC Northern District of CA, San Jose Division, Case no. 5:22-cv-00179-EJD.