

Irving Scher is Senior Counsel in Greenberg Traurig LLP's New York office. He focuses his practice on antitrust, marketing, and unfair and deceptive trade practice litigation and counseling. He has wide-ranging experience in antitrust, marketing, and advertising matters across a broad spectrum of products and services. He counsels and represents clients in all phases of government investigations and litigation, including national coordination of cases, and trial and appellate work. He has served as lead defense counsel in a multitude of major antitrust, marketing and unfair and deceptive trade practice cases. Irv has served as Chair of both the American Bar Association and New York State Bar Association Antitrust Sections, and is a long-time member of the Advisory Board of the BNA Antitrust and Trade Regulation Report. He is an Adjunct Professor at NYU Law School teaching an antitrust course dealing with distribution matters. He co-chaired the annual PLI Antitrust Institute for many years. Irv is editor and co-author of *Antitrust Advisor*, a two volume practical desk reference, and author of *Living with the Robinson-Patman Act*, a BNA Corporate Practice Series Portfolio, and was Vice Chair of the editorial board of the ABA's *Antitrust Law Developments*.