

GCR

GLOBAL COMPETITION REVIEW



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Global Elite

Once again, the movement of the global competition and antitrust bar helped to define *GCR*'s annual Global Elite rankings.

For the past two years, those moves have been relatively seismic. Two major law firm bankruptcies – one at Howrey, the other at Dewey & Leboeuf – saw expansive and talented antitrust groups moving to new practices in many of the world's major antitrust jurisdictions. The result was a tilt in the world's antitrust landscape, with some firms tabbed as obvious winners. This year, the changes have been more subtle – and have been, for the most part, of the variety that requires a revolving door. But in some cases, those changes have come at the very highest levels in global antitrust and competition practices and have either buttressed or depleted those practices that caused a reshuffle – if only a minor one – in our rankings.

Before we delve into the details, it's important to note that all of the firms in our Global Elite are precisely that – elite. They are the best of the best, antitrust groups that are capable of handling the largest deals, the most complex investigations and the riskiest lawsuits with skill and poise in multiple jurisdictions around the world simultaneously. That said, casework and performance do matter in our rankings. Along with quantitative measures of an antitrust group's ability – practice size, geographic spread, number of lawyers nominated to the *Who's Who Legal*, number of lateral hires and so on – we also looked back at *GCR*'s reporting to gain some understanding of which firms were doing the biggest and best work over the past year.

A few firms made significant moves in our rankings. Jones Day entered into the top five with a stellar year that included working on seemingly every contentious merger – US *Airways/American Airlines*, *Hertz/Dollar Thrifty*, *UTC/Goodrich* and others. Gibson Dunn moved into the top five as well, in part on the back of several significant lateral hires of attorneys with deep government experience. They took the place of Hogan Lovells and Arnold & Porter respectively, who

both lost members of their practices over the last year. This is especially true for Arnold & Porter, who lost two antitrust practice leaders to the government during 2013 when Bill Baer went to the Department of Justice and Deborah Feinstein left for the Federal Trade Commission. But both maintain strong practices with enviable client bases, and could move back up the rankings with a strong 2014.

Further down the table, Wilson Sonsini Goodrich & Rosati moved up four places in our rankings after spending a year working on multiple major matters – including the *Google/Waze* deal, the *Bazaarvoice* merger trial and others – while adding even more government experience to its Washington, DC, office. Practice leader Susan Creighton was also selected as *GCR*'s "Lawyer of the Year" last year. But the rankings can be decided on the slimmest of margins: Allen & Overy, for example, moved down two places only because the firms ahead of them – Latham & Watkins and Skadden Arps Slate Meagher & Flom – both deserved to move up in our rankings.

Our new entrants this year, Ashurst and Norton Rose, have worked to expand the global reach of their respective practices and deserve inclusion in our rankings – and our congratulations.

Meanwhile, those firms that left our rankings this year, Shearman & Sterling and Covington & Burling, still feature world-class antitrust groups. But because of shifts in their practice groups in Europe, and despite Shearman's solid business growth in Brussels amidst a wave of new merger work, our formula left them on the outside looking in – at least, for this year. Meanwhile, we are keeping our eye on prominent antitrust groups at Dechert, Baker Botts and King Wood & Mallesons, which have all grown their practices over the last year and take on a prodigious amount of top antitrust and competition work. We see our 2015 Global Elite rankings being as competitive as ever.

15. Wilson Sonsini Goodrich & Rosati

Global heads:	Susan Creighton, Jonathan Jacobson
Home jurisdiction:	United States
Total size of firm:	650
No. of competition specialists:	55
Percentage of competition specialists:	8
<i>Who's Who Legal</i> nominees:	8
Partners:	14
Percentage of partners/counsel in <i>Who's Who Legal</i> :	35
Associates:	32
Counsel and consultants:	9
Other:	0
No. of lateral partner hires:	1
No. of partner departures:	0
No. of internal promotions:	1

Wilson Sonsini Goodrich & Rosati is headed by Jonathan Jacobson and Susan Creighton, the latter of whom recently received special recognition when she was awarded “Lawyer of the Year” at GCR’s annual awards, thanks in large part to her work as lead outside counsel to Google in the Federal Trade Commission’s investigation of the company’s search practices, which was dropped without an infringement finding in January. Creighton works alongside 13 other competition partners. This year the firm hired former DoJ official Stuart Chemtob as senior of counsel in the Washington, DC office and promoted Lucy Yen to partner in New York.

The firm’s US practices have been kept particularly busy in the high-tech sector. It represented Google in its acquisition of Waze and in the successful defence of antitrust counter-claims brought by shopping site MyTriggers. Jacobson has been representing Bazaarvoice in a civil lawsuit brought by the DoJ alleging that its acquisition of PowerReviews violated anti-trust law. WSGR is currently representing InterDigital in the International Trade Commission’s investigation of Samsung, Nokia and others for alleged patent infringements.

The firm is also representing two Chinese companies in connection with a civil judgment finding the companies liable for price fixing in the vitamin C industry. On behalf of Universal Surveillance Corporation, the firm is suing Checkpoint for an alleged abuse of dominance in in the radio-frequency electronic article surveillance business.

The firm opened its Brussels office in 2011, and since then the three-partner team of Michael Rosenthal, Götz Drauz and Paul McGeown has been making its presence known. Recent matters include advising Chevron Corporation in relation to the European Commission’s oil and biofuels cartel investigation, successfully defending K+S Aktiengesellschaft before the European Commission against an article 102 TFEU complaint brought by Salinity and defending supermarket REWE against a complaint brought by SPAR Austria in the European Court of Justice.

United States: Government Antitrust

The shape of the Washington, DC antitrust bar has clearly shifted over the past year as many top practices added or subtracted major names, going to and from government and rival firms. At some firms, a generational shift has clearly started, and practitioners here say it will shape the future of this leading antitrust bar.

Highly recommended

The DC-based antitrust specialists at **Wilson Sonsini Goodrich & Rosati** continue to be among the go-to advisers for high-tech companies facing major antitrust issues. Practice leader and *Who's Who Legal* nominee Susan Creighton was *GCR's* most recent "Lawyer of the Year", and fellow *Who's Who Legal* nominee Scott Sher is a true star of the antitrust bar. But the DC team has considerable depth; partners Seth Silber, Mark Rosman and others round out the practice. The Wilson Sonsini team blends deep agency experience with private sector know-how and a Silicon Valley pedigree tailor-made to understand and advise at the cutting edge of antitrust matters.

Creighton and the Wilson Sonsini team were front and centre last year in advising online search leader Google in the

FTC's multi-faceted investigation of company's alleged bias in listing search results – an investigation that ended without any changes to the company's core business and only minor changes elsewhere. The investigation dominated headlines for months and, by all accounts, was a clear victory for the company and its antitrust counsel. But the firm's list of tech clients stretches far beyond Google. Sher and the team are advising Bazaarvoice in the DoJ's challenge of its merger with PowerReviews – a matter that went to trial in November and is awaiting judgment as *GCR* goes to press. Sher and Creighton are advising InterDigital in an International Trade Commission patent infringement case with antitrust issues, and the team helped Google close its Waze deal without incident this year. Micron, InterDigital and Salesforce.com are merger clients as well.

FIRM	HEAD(S) OF COMPETITION	SIZE	CLIENTS
Highly recommended			
Wilson Sonsini Goodrich & Rosati	Susan Creighton	5 partners 4 counsel 18 associates	Google, NVIDIA, Adobe, LinkedIn, Micron Technology, Netflix, HTC, Transitions Optical, Bazaarvoice, SanDisk, Clear Channel

United States: California

California remains a hub for two of the focal points for US antitrust enforcement – criminal price-fixing cases and rapidly developing high-tech industries. The antitrust groups in California bring to the table significant expertise both in cartel defence and cutting edge intellectual property issues.

Recommended

Meanwhile, three California-based partners work with the larger antitrust team at **Wilson Sonsini Goodrich & Rosati**, helping to advise the firm's extensive high-tech client base. Dylan Liddiard, a partner in the firm's Palo Alto office, helps Washington, DC partner Scott Sher and others advise headline

client Google in a range of antitrust matters. The California team has also assisted Sher, partner Jonathan Jacobson and others defend Bazaarvoice at trial against antitrust division prosecutors trying to force the company to unwind its purchase of rival PowerReviews. Universal Surveillance Corp is also a client.

FIRM	HEAD(S) OF COMPETITION	SIZE	CLIENTS
Recommended			
Wilson Sonsini Goodrich & Rosati	Jonathan Jacobson, Susan Creighton	3 partners 1 senior counsel 5 associates	Google, Universal Service Corp, Bazaarvoice

United States: New York

New York is a global capital of corporate activity. With an economy larger than most countries, the city needs antitrust lawyers. There is plenty of work to go around in such a hive of business activity, and many firms work closely with their counterparts across the country – primarily in Washington, DC – to share the workload.

Highly recommended

Led by Jonathan Jacobson, **Wilson Sonsini Goodrich & Rosati**'s renowned expertise in the high-tech markets continues to provide big-ticket work. Jacobson, Charles E Biggio and Chul Pak are all *Who's Who Legal* nominees and Lucy Yen was promoted to partner in February. Although the matter was led by Wilson Sonsini's Washington, DC practice, Jacobson says the New York group was heavily involved in the firm's representation of Google in the FTC's investigation of its search practices. The case won "Matter of the Year" at this year's GCR Awards.

Jacobson is also representing product ratings and review platform Bazaarvoice in a merger trial in San Francisco over its merger with rival PowerReviews. The firm is defending LiveNation in a monopolisation case, and also acting for smartphone maker HTC in a patent infringement case brought by patent assertion entity Cascades Ventures. Wilson Sonsini continues to act for generic drug maker Mylan in litigation regarding the drugs Lorazepan and Clorazepate, and in a "product-hopping" case regarding the drug Doryx.

FIRM	HEAD(S) OF COMPETITION	SIZE	CLIENTS
Highly recommended			
Wilson Sonsini Goodrich & Rosati	Jonathan Jacobson	4 partners 10 associates	Google, Bazaarvoice, LiveNation, HTC, Transitions Optical, Netflix, Plantronics, Mylan