



## Partner

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### Services

Antitrust/Competition > Merger Clearance > Merger Litigation: U.S. >  
Private Enforcement and Class Actions > Hatch-Waxman Litigation >  
Cartel Investigations >

Craig G. Falls helps companies obtain antitrust clearances for mergers and acquisitions, and defends transactions in litigation when necessary. He also advises companies on how to structure their joint ventures, licensing arrangements, and other commercial agreements to minimize antitrust risk, and has represented companies in conduct investigations by antitrust enforcers and in Sherman Act litigation brought by private plaintiffs. Craig has served clients in a wide variety of industries, including consumer packaged goods, retail and internet, supermarkets, pharmaceuticals, transportation, and energy.

Mr. Falls regularly counsels clients and has published frequently on questions concerning the application of antitrust law to distribution agreements, pricing practices, and other relationships between companies operating at different levels of the supply chain. He also has an active pro bono practice, which includes representing the homeless and victims of human trafficking, and helping to obtain a trial victory for plaintiffs challenging Wisconsin's photo identification voter law.

## EXPERIENCE

## ***Litigated Merger Challenges***

- *United States v. AB Electrolux and General Electric Company*
- *United States v. National CineMedia*
- *FTC v. Whole Foods Markets, Inc.*
- *United States et. al. v. Dean Foods*

## ***HSR Merger Review and Second Requests***

- *Eurovia/Lane Construction*
- *Kellogg/RxBar*
- *Berry Global/Clopay Plastics*
- *Danone/WhiteWave*
- *Cardinal Health/Harvard Drug*
- *Lightower/Fibertech*
- *Albertsons/Safeway*
- *Landmark/Ross Aviation*
- *OfficeMax/Office Depot*
- *Monster/HotJobs*
- *Travelport/Worldspan*
- *Dow/Rohm & Haas*
- *Aetna/Prodigy*

## ***Private Antitrust Litigation***

- *In re OPANA® ER Antitrust Litig.*
- *In re Urethane Antitrust Litig.*
- *American Airlines Inc. v. Travelport Limited, et. al.*

## **EDUCATION**

- The College of William & Mary, B.A., 1995
- University of Virginia School of Law, J.D., 2006

## **ADMISSIONS**

- District of Columbia
- Virginia
- Supreme Court of Virginia
- United States Court of Appeals for the Seventh Circuit
- United States Court of Appeals for the Federal Circuit
- United States Court of Federal Claims

- United States District Court for the District of Columbia
- United States District Court for the Eastern District of Virginia
- United States District Court for the Eastern District of Wisconsin

## MEMBERSHIPS

- ABA Section of Antitrust Law
  - Vice-Chair, Unilateral Conduct Committee (2016 - present)
  - Vice-Chair, Distribution & Franchising Committee (2013 - 2016)
  - Coordinator, Young Lawyer Representative Program (2012 - 2013)
  - Technology and Financial Resources Task Force (2011 - 2012)
  - Young Lawyer Representative, Communications & Digital Technology Industries Committee (2010 - 2011)

## SPEAKING ENGAGEMENTS

- **Antitrust TX 2019** — KNect365, Houston, TX (September 24, 2019)  
Moderator, "Insights from Healthcare: Recent Enforcement and Litigation."
- **Developments in Antitrust Law & Regulation 2019** — Practising Law Institute, New York, NY (April 11, 2019)  
Speaker; Visit the [official event page](#).
- **Views from the Trenches: Litigating Merger Cases** — New York State Bar Association, New York, NY (April 10, 2019)  
Speaker; Visit the [official event page](#).
- **2019 Annual Antitrust Spring Seminar** — Dechert LLP, Philadelphia, PA (March 26, 2019)  
Moderator, "Global Merger Clearance: How to Manage a Multinational Deal."  
Speaker, "Antitrust Compliance in a Time of Populism: Considerations for Non-Tech Giants."
- **Antitrust Scrutiny of Vertical Mergers and Vertical Agreements 2019** — Lawline (February 21, 2019)  
Webinar; Visit the [official event page](#).

- **Antitrust West Coast 2019 Conference** — KNect365, San Francisco, CA (February 12, 2019)

Speaker, "Vertical Restraints & Distribution: Current Developments" panel. Visit the [official event page](#).

- **Developments in Antitrust Law & Regulation 2018** — Practising Law Institute, New York, NY (April 16, 2018)

Speaker, "Evolving Standards on Resale Price Maintenance, Tying and Other Vertical Restraints" panel.

- **Minimizing Anticompetitive Risk in Asset and Stock Transfers** - Wilmington, DE (June 1, 2017)
- **Joint Ventures-Keeping Competitor Collaborations Compliant** — ABA Section of Antitrust Law Spring Meeting 2017, Washington, D.C. (March 30, 2017)

Speaker, "Joint Ventures-Keeping Competitor Collaborations Compliant" panel.

- **Clarifying Liability in Hub-and-Spoke Conspiracies** — ABA Section of Antitrust Law Spring Meeting 2016, Washington, D.C. (April 6, 2016)

Moderator, panel on the key legal, economic, and evidentiary issues affecting liability in hub-and-spoke cases and the various analytical approaches.