

PARTNER

Brooke A. Alexander

Armonk

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PROFILE

Clients appreciate Brooke's calm approach when a crisis hits. From day one, Brooke takes a holistic, solution-oriented view of litigation challenges, structuring solutions to meet her client's business objectives. She seamlessly manages efforts on multiple fronts, including internal investigations, media strategy, regulatory agency inquiries, law enforcement investigations, multijurisdictional litigation, and alternative dispute resolution.

Brooke has extensive experience managing class action litigation, including cases involving consumer products, insurance, securities, and medical devices. She has experience before the JPML and has held leadership positions in the resulting MDL. Brooke has litigated cases in federal and state courts around the country, and importantly for clients, she has resolved numerous disputes before any filings were made.

Brooke leverages her background in economics and graduate coursework in business to help clients navigate complex financial areas of the law, including antitrust, securities, and business valuation. She is often called upon to work with economists, accountants, and bankers to develop damages models and prepare expert testimony. She has extensive knowledge of the cryptocurrency markets and has enjoyed representing both plaintiffs and defendants in this rapidly developing area of the law. Having seen complex class action litigation from both sides, she provides unique strategic insights that help her clients resolve disputes more efficiently. Her clients have come to rely on her as a trusted advisor, from day-to-day inquiries to their most serious crises.

Brooke has been repeatedly recognized for her accomplishments, being selected by *Benchmark Litigation* for its 40 & Under Hot List, and by *Lawdragon* for its 500 Leading



PRACTICES

Class Actions
Antitrust and Competition
Technology
Securities and Shareholder Disputes
Commercial Disputes

EDUCATION

University of Pennsylvania Law School, J.D.; Senior Editor, Journal of International Economic Law; Editor-in-Chief, Journal of Animal Law and Ethics
Wharton School, University of Pennsylvania; Certificate in Business and Public Policy
Vassar College, B.A., *departmental honors*, Economics; Ruth Gillette Hutchinson Thesis Prize

ADMISSIONS

Bars

New York
U.S. Court of Appeals: Second Circuit
U.S. District Court: Southern District of New York

AWARDS AND ASSOCIATIONS

New York State Bar Association
American Bar Association
National Association of Women Lawyers

Plaintiff Financial Lawyers in America and its 500 X - The Next Generation lawyers.

EXPERIENCE

Brooke's recent experience includes:

Class Action Litigation

- Leading a nationwide MDL on behalf of a consumer class against the third parties who supported a corrupt failed cryptocurrency exchange
- Representing two consumer classes against cryptocurrency exchanges under consumer protection and securities theories
- Representing an international footwear brand in a consumer class action over claims of false advertising
- Representing an insurance company in class actions concerning cost of insurance charges
- Representing a medical device manufacturer in a putative class action and related investigations concerning pelvic mesh

Crisis Management

- Advising a digital asset company on litigation risk and claim valuation
- Representing a children's charity in a defamation suit concerning allegations of fraud
- Representing a financial technology company in connection with multiple crisis management matters to prevent publication of erroneous news coverage
- Representing a scholar and television commentator in a defamation suit against a former suitor
- Representing a medical marijuana company in connection with a crisis management matter
- Representing a former Fortune 500 CEO in a defamation suit against a former Attorney General concerning allegations of accounting fraud
- Representing an investment company in a defamation suit concerning allegations of fraud upon the court
- Representing a CEO in connection with a fake Twitter account

Antitrust

- Representing a commercial bakery in an antitrust litigation and mediation on monopolization and conspiracy claims
- Representing a litigation trust holding claims of a foreign state-run oil company to pursue antitrust and RICO claims concerning bid rigging

Fellow, American Bar Foundation

40 and Under, Benchmark Litigation (2023, 2024)

Lawdragon's 500 Leading Plaintiff Financial Lawyers (2023, 2024)

Lawdragon 500 X - The Next Generation (2023, 2024)

Lawdragon Top Women Attorneys, Rising Stars in Metro NY (2016, 2017, 2023)

Lawdragon Top Attorneys in Westchester and Metro NY, Rising Stars (2018-2020, 2022)

New York Metro Super Lawyers Rising Star (2015-2021)

Complex Commercial Litigation

- Representing an owner of a major beverage company in complex litigation involving contractual, injunctive, and dissolution claims which led to the recovery of nearly \$1 billion following a six-week trial
- Representing a beverage wholesaler in complex commercial litigation concerning a bootlegging scheme
- Representing a nursing home operator in negotiations concerning real estate
- Representing a beneficiary in the contest of a mismanaged estate
- Representing a consulting firm in a civil RICO case regarding bankruptcy fraud
- Representing a medical technology provider in a complex dispute with a health insurance carrier
- Representing a private equity fund in an arbitration involving the termination of an executive
- Representing clients in efforts to resolve ADA compliance challenges, including e-commerce accessibility

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