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**George Laiolo****Associate****Office:** San Francisco**T:** 415.391.7100**F:** 415.391.7198glaiolo@ellisgeorge.com

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**Education**

- University of California, Berkeley, School of Law, J.D.
- University of California, Berkeley, B.A.

**Bar Admissions**

- California

**George Laiolo** scraps for his clients at all stages of litigation—from investigation through trial. He has represented diverse clients across multiple sectors from intellectual property and complex business litigation to personal injury and civil rights, achieving successful settlements and verdicts.

Mr. Laiolo currently represents putative California classes of Black Americans, as well as individual Black Americans across the country, who suffered racial discrimination in relation to the donor kidney transplant waiting list. The cases have received coverage in news outlets including the *Washington Post* and *Reuters*.

He earned both his Bachelor's degree and Juris Doctor from the University of California, Berkeley, from which he graduated *magna cum laude*, Phi Beta Kappa. In law school, Mr. Laiolo served as a judicial extern for the Honorable Fernando M. Olguin of the United States District Court for the Central District of California in Los Angeles. He earned the Prosser Prize in Video Game Law and was a top-ranked competitor for the Trial Team.

**Notable Representations**

- Achieved a \$34.9 million verdict for trademark infringement and unfair competition—the second-largest jury verdict in California in 2024, and a top-15 trademark verdict in the country in the previous 25 years. During trial, he examined the Vice President of marketing and the damages expert.
- On behalf of video game icon Atari Interactive, took and defended depositions, drafted motions in limine, and conducted cross examination in a federal jury trial.
- Took depositions, drafted a successful dispositive motion, prepared mediation brief, and litigated a favorable settlement concerning the sabotaged development of a video game.
- Pursued false advertising, Consumer Legal Remedies Act, and unfair competition claims against international corporations, representing putative classes of American consumers.
- In a personal injury action, defeated summary judgment by deposing corporate representatives of a hotel conglomerate, coordinating expert testimony, and prevailing at oral argument, leading to a favorable settlement.

**Practice Areas**

- Video Game Law
- Class Actions

- Intellectual Property
- Business Litigation
- Personal Injury

## **Professional and Community Involvement**

- Avid tennis player, video gamer, and weight lifter
- In the early stages of learning Korean
- Volunteer coach and judge, undergraduate and law school mock trial