

# Judyth Piazza interviews Rob Herrington, Author of *Verdict for the Defense*

By Judyth Piazza, CEO/Editor



Rob's practice focuses on the areas of false advertising, unfair competition, consumer products and insurance, as well as intellectual property and entertainment litigation. Rob Herrington is a shareholder in the Litigation Practice Group of international law firm Greenberg Traurig, LLP. ■

Robert J. Herrington brings fresh perspective and insights to corporate defense strategies in mass litigation, including class actions. A first-chair trial litigator representing clients ranging from entrepreneurs to global financial service companies, Rob has extensive experience in large consumer fraud, products, environmental, labor, securities, and mass tort cases.

Based on that experience, Rob has developed the Liability Firewall process discussed in this book to respond to such aggregated claims.

