



Ira M. Steinberg

Partner

ISteinberg@ggfirm.com

Ph. 310-201-7575

Fax 310-553-0687

Ira Steinberg is a Partner in Greenberg Glusker's Litigation Group focused on complex commercial and business litigation, specifically, entertainment, media, real estate, corporate, and insurance disputes.

He assists clients in navigating all stages of litigation, including pre-litigation counseling, trial, alternative dispute resolution, and appeal. He also has significant experience in high-profile matters and managing media scrutiny of litigation. Ira has trial experience in state and federal court, as well as in domestic and international arbitration forums.

Ira has extensive experience working with clients, typically senior executives or investors, involved in business relationships that have broken down either near, or past, the point of litigation.

His recent matters include: high stakes corporate and partnership disputes in the real estate and entertainment fields; international and domestic disputes arising from business combinations; trade secret and intellectual property disputes for consumer product brands; and the defense of internet-based retailers from claims under the Americans with Disabilities Act and Telephone Consumer Protection Act.

These disputes are complex, intensely personal, and typically involve executives who are highly compensated, high-net-worth individuals or both. As an advisor, Ira manages both the immediate legal issues and the more critical, long-term strategic questions posed by these contentious high-stakes situations. His goal is to arrive at a resolution that is satisfactory to everyone involved with as little disruption to the business as possible, and if that is not possible, to achieve his client's goals through litigation or private arbitration. While he is a highly effective advocate for his clients' interests, his role demands exceptional expertise as a negotiator, communicator, and strategist.

Resolving these disputes requires the application of strategic vision and legal acumen, but also emotional intelligence. In emotionally charged situations where the stakes are high, Ira ensures that all the parties to a dispute are heard, that positions and issues are aired and addressed, and that workable compromises are discussed. He uses advanced techniques in persuasion and communication to achieve decisive outcomes in litigation, and, where possible, to reframe disputes in new contexts that allow the parties to move past the original

issues and find common ground. The goal is to help clients put disputes behind them and get back to their business.

Prior to practicing law, Ira worked for several elected officials in the Los Angeles area. He is a member of the board of Golden Years Senior Apartments, a housing complex for low-income seniors. In addition to his professional pursuits, Ira is a licensed pilot for gliders and single-engine aircraft and is certified for aerobatics. He is a multiple marathoner and earned a Spartan Race Trifecta.

Bar Admissions

- California

Court Admissions

- United States District Court for the Central District of California
- Ninth Circuit Court of Appeals
- California State Courts

Education

- University of California, Los Angeles School of Law (J.D., *Order of the Coif*, 2010)
- University of Connecticut (B.A., *cum laude*, 2005)
 - Honors Scholar

Languages

- Hebrew

Litigation Experience

Corporate & Shareholder Disputes

- Represented technology company and high net worth investor in separation from a high-profile CEO.
- Successfully defended an entertainer from fraud and breach of contract claims arising from the breakup of a business partnership.
- Represented founder of real estate investment partnership in a dispute with investors. After a two-week arbitration, obtained a complete defense verdict for the founder.
- Represented one of two business partners in a complex business divorce involving contested ownership of the business's key patent.
- Handled multiple disputes involving partners who contributed non-capital assets to a business (intellectual property or other forms of labor) to negotiate proper compensation from capital partners.

- In probate and family law cases where ownership or control of a business is at stake, represented individuals on the business issues in conjunction with probate and family law counsel.

Digital Media & Technology Litigation

- Prevailed in arbitration over ownership of software in a complex dispute with a foreign software development partner.
- Defended and resolved Americans with Disabilities Act website-based claims on behalf of high-profile restaurants, e-commerce vendors, medical and biotech firms, and real estate companies.
- Defended and resolved claims against e-commerce vendors under the Telephone Consumer Protection Act arising from text-message marketing practices.

International Litigation

- Part of a trial and appellate team that secured a unanimous trial and then appellate victory in the Singapore International Commercial Court. The judgment, which was then affirmed on appeal, resulted in a finding that a trust valued at over \$40M was beneficially owned by the client.
- Represented designer and manufacturer of commercial technology in international arbitration against former joint venture partner. Prevailed in obtaining ownership of the disputed software.

General Business Litigation

- Represented client in a dispute with the buyer of client's business over sums due under a sale agreement. The buyer filed for declaratory relief and the client prevailed in defeating nearly all of the buyer's affirmative claims.
- Extensive experience litigating first-party and third-party insurance coverage actions for executives accused of misconduct, indemnity claims in the construction sector, coverage and indemnity claims for commercial and residential landlords, and claims arising out of complex financial, securities, and mortgage fraud.
- Successfully handled several Consumer Legal Remedies Act (CLRA) and California's Unfair Competition Law (UCL) claims for consumer-facing brands, including in the consumer packaged goods sector.
- Obtained a favorable settlement in a trademark and unfair competition dispute between a high-profile New York restaurant and a competitor.
- Represented multiple businesses in contractual disputes and unfair competition claims against governmental and quasi-governmental agencies.
- Litigated multiple matters arising out of commercial and residential real estate disputes, including commercial real property sale disputes, commercial landlord-tenant disputes, and residential construction disputes.
- Litigated insurance coverage dispute arising out of *qui tam* litigation brought against Southern California municipal entity.

Entertainment & High-Profile Litigation

- Successfully moved to stay an international music licensing dispute in favor of an action in an international forum on the basis of the doctrine of international abstention. *Charly Holdings, Inc. v. Curtom Classics, LLC*, 2018 WL 6254586 (N.D. Ga. 2018).
- Representing a high-profile special effects company in a dispute over the failure of film development business with investors.
- Represented parties in high-profile litigation concerning the mental competency of Sumner M. Redstone and control over Viacom, Inc.
- Litigated a high-profile matter arising out of a disputed sale of property by the Roman Catholic Archdiocese of Los Angeles to pop-singer Katy Perry.

Insights

December 5, 2023

'Dirt Is Turning to Quicksand': Following a Wave of Privacy Class Actions, Defense Bar Warns Compliance Is Key

Law.com

October 30, 2023

What Businesses Need to Plan for in 2024

Los Angeles Business Journal

March 22, 2022

DOJ Releases Guidance on ADA Compliance for Websites

February 2, 2021

Greenberg Glusker Secures Unanimous Trial and Appellate Victory in the Singapore International Commercial Court

February 2, 2021

So Your Website Has Been Hit With a Disability Access Claim, Now What?

December 23, 2020

Greenberg Glusker Promotes Ira Steinberg to Partner

April 17, 2020

California Insurance Commissioner Orders Refunds to Policyholders

May 13, 2019

Cryptocurrency Investor Michael Terpin Wins \$75.8 Million Judgment in First-Ever SIM Swap Racketeering Case

Events

April 20, 2023

Arbitration Basics for Transactional and Corporate Counsel

January 27, 2021

Americans with Disabilities Act (ADA) and Privacy Compliance for Websites and Businesses

Virtual

May 13, 2020

Relief for Qualified Plan/IRA Participants under the CARES Act

Webinar

May 12, 2020

COVID-19 Legal Updates

Webinar

December 9, 2018

Westside JCC 5K Run & Walk

Westside JCC